

**Subject:** Outlook Plugins?  
**From:** "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>  
**Reply To:** Thompson, Cheryl (NIH/NIEHS) [E]  
**Date:** Mon, 1 Jul 2019 12:27:57 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1531 bytes) , [text/html](#) (3841 bytes)

Does anyone use any Outlook plugins or other tools for searching PSTs and/or creating PSTs?  
Our FOIA office is interested in what there may be available already.

Specifically, interested in tools which may search Outlook by subject and/or sender and/or recipient and/or cc and/or text, deduplicate results, and allow them to be moved to a single PST folder.

Thanks for any input.  
-Cheryl

Cheryl Renee Thompson  
Web Manager  
Office of Communications and Public Liaison  
National Institute of Environmental Health Sciences  
National Institutes of Health  
U.S. Department of Health and Human Services  
984.287.3329

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**Subject:** New Spanish Style Guide resource is live  
**From:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Date:** Mon, 1 Jul 2019 15:58:23 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1561 bytes) , [text/html](#) (3460 bytes)

Happy Monday!

Just a quick note to let you know that the NIH has a new Spanish Style Guide available in English and Spanish and is now part of the [Bilingual Glossaries, Dictionaries, and Style Guides](#), under the section Multilingual Style Guides.

As always, if your agency has multilingual resources that are not included in this page or you have updates to current resources, kindly let me know.

Thanks,  
Laura

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Products and Programs  
Technology Transformation Services, GSA  
202.536.8968

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**Subject:** Examples of Web Governance Documents  
**From:** "(b) (6)" CIV DSS DSS CDSE (US)"  
 "(b) (6)"@MAIL.MIL>  
**Reply To:** "(b) (6)" CIV DSS DSS CDSE (US)  
**Date:** Tue, 2 Jul 2019 10:20:18 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (1775 bytes) , smime.p7s (5 kB)

Good morning,

I am working on developing a web governance policy for our organization and am looking for examples from other government orgs with websites that don't operate with under content management systems.

In particular, I'm looking for web governance plans that outlines the necessary stakeholders and clearly delineates roles and responsibilities as to who provides input/guidance on specific issues based on their expertise and background to make informed decisions.

I've turned to <https://digital.gov/resources/digital-governance-policies/> which has been helpful. Just looking for more real-world examples.

Thanks,

(b) (6)  
 IT Specialist  
 Center for Development of Security Excellence  
 Defense Counterintelligence and Security Agency  
 938 Elkridge Landing Road  
 Linthicum, MD 21090  
 Office: (b) (6)  
 (b) (6)@mail.mil

\*\*\*\*\*

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\*\*\*\*\*

**Subject:** SEO Tools  
**From:** "Pope, Blaine Menelik" <bpoppe@NEH.GOV>  
**Reply To:** Pope, Blaine Menelik  
**Date:** Tue, 2 Jul 2019 15:31:32 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (8 kB) , [image001.png](#) (8 kB)

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](#)  
National Endowment for the Humanities  
Office of Communications  
400 7<sup>th</sup> Street SW  
Washington, D.C. 20024  
(202) 606-8610 | [bpope@neh.gov](mailto:bpope@neh.gov)



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Subject: Re: SEO Tools  
 From: (b) (6) <(b) (6)@DUPAGECO.ORG>  
 Reply To: (b) (6)  
 Date: Tue, 2 Jul 2019 16:43:25 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (4 kB) , text/html (8 kB) , image001.png (8 kB)

We use SiteImprove and are very happy with it. It checks for broken links, misspellings, and SEO issues. It checks Accessibility issues which is very helpful. I know Monsido has a similar product. SiteImprove pricing is based on number of pages scanned and you can exclude things like Archives if you can identify them via URL path. There are also optional scanning features, like PDFs.

-----  
 (b) (6)  
 Web Services Manager  
 DuPage County  
 (b) (6)  
 (b) (6) (fax)  
 (b) (6) [dupageco.org](http://dupageco.org)  
<http://www.dupageco.org>

---

**From:** Pope, Blaine Menelik <000005288602f74d-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, July 02, 2019 10:32 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

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2/9/2021

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This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** [Re: SEO Tools](#)  
**From:** Young Craig C <craig.c.young@IRS.GOV>  
**Reply To:** Young Craig C <craig.c.young@IRS.GOV>  
**Date:** Tue, 2 Jul 2019 19:58:29 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (6 kB) , [image001.png](#) (8 kB)

Try using Google Search Console as a start. It's free.

It's not amazing like the paid products, but it'll help with some things...backlinks, broken links.

After years of not paying attention to it, Google seems to be revisiting and updating it (slowly).

---

**From:** Pope, Blaine Menelik <000005288602f74d-dmarc-request@LISTSERV.GSA.GOV>

**Sent:** Tuesday, July 02, 2019 11:32 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](#)

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**Subject:** Commenting Guidelines  
**From:** (b) (6) CIV (US) DeCA HQ OC"  
 <(b) (6) DECA.MIL>  
**Reply To:** (b) (6) CIV (US) DeCA HQ OC  
**Date:** Tue, 2 Jul 2019 20:22:35 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (38 lines)

Content Managers:

I'm updating our commenting guidelines for our intranet site, and want to include a guideline for commenters who might intentionally try to provide misinformation or masquerade as a SME. Anyone have any language or guidance that deals with this particular area? Any info would be greatly appreciated.

Happy Fourth!

Respectfully,

-----  
 (b) (6)  
 Corporate Communications  
 Defense Commissary Agency  
 Toll Free 800-699-5063 (b) (6)  
 COM (b) (6)  
 DSN (b) (6)  
 (b) (6) deca.mil

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**Subject:** Re: SEO Tools  
**From:** (b) (6) <(b) (6)@IOWA.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 3 Jul 2019 09:24:36 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (8 kB) , image001.png (8 kB)

The State of Iowa uses Monsido which we have found to be very affordable. In addition to finding broken links, spelling errors, and SEO issues, the tool also identifies accessibility issues.

On Tue, Jul 2, 2019 at 3:36 PM Young Craig C <[000004cf33e0b723-dmarc-request@listserv.gsa.gov](mailto:000004cf33e0b723-dmarc-request@listserv.gsa.gov)> wrote:

Try using Google Search Console as a start. It's free.

It's not amazing like the paid products, but it'll help with some things...backlinks, broken links.

After years of not paying attention to it, Google seems to be revisiting and updating it (slowly).

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**From:** Pope, Blaine Menelik <[000005288602f74d-dmarc-request@LISTSERV.GSA.GOV](mailto:000005288602f74d-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, July 02, 2019 11:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](#)

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--

(b) (6) eGovernment Services Coordinator  
Office of the Chief Information Officer

(b) (6) [@iowa.gov](mailto:(b) (6)@iowa.gov)

Twitter: [@IowaOCIO](https://twitter.com/IowaOCIO)

**Subject:** GSA Vacancy: Digital Communication Specialist, GS-1001-11  
**From:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Reply To:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Date:** Wed, 3 Jul 2019 15:15:41 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1943 bytes) , text/html (5 kB)

See below GSA Opportunity

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A vacancy announcement was published yesterday for a Digital Communication Specialist, GS-1001-11 within GSA Office of Strategic Communication (OSC). The position will help edit and code content for OSC's websites, including GSA.gov and GSA InSite.

The position is based in the Washington D.C. commuting area. Below are the links to the announcement (please share as appropriate):

DE Link: <https://www.usajobs.gov/GetJob/ViewDetails/538516600>  
MP Link: <https://www.usajobs.gov/GetJob/ViewDetails/538520800>

For questions, contact Justin Ward at contact info below.

Justin M. Ward, APR  
Deputy Associate Administrator, Operations  
Office of Strategic Communication  
General Services Administration

(o) <sup>4</sup>  
(c) (b) (6)  
[justin.ward@gsa.gov](mailto:justin.ward@gsa.gov)

--  
Kristal Byrd, UXC  
User Experience Certified  
User Experience/Digital Analysis Program Manager  
Office of Strategic Communication  
General Service Administration  
v: <sup>9</sup>  
c: (b) (6)

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**Subject:** Re: SEO Tools  
**From:** (b) (6) <(b) (6)> MDC.MO.GOV>  
**Reply To:** (b) (6) <(b) (6)> MDC.MO.GOV>  
**Date:** Mon, 8 Jul 2019 16:42:40 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (8 kB) , text/html (6 kB) , image001.png (8 kB)

We use Monsido. It is not quite as polished as SiteImprove (which we used before), but it is less expensive.

(b) (6)

Web Developer  
Missouri Department of Conservation

---

**From:** "Pope, Blaine Menelik" <000005288602f74d-dmarc-request@LISTSERV.GSA.GOV>  
**Reply-To:** "Pope, Blaine Menelik" <bpope@NEH.GOV>  
**Date:** Tuesday, July 2, 2019 at 10:43 AM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

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**Subject:** Re: complete Website Redesign -- budgeting?  
**From:** "Lakroune, Amy" <Amy.Lakroune@FHFA.GOV>  
**Reply To:** Lakroune, Amy  
**Date:** Mon, 8 Jul 2019 22:44:58 +0000  
**Content-Type:** multipart/related  
text/plain (9 kB) , text/html (36 kB) , image001.png (5 kB) ,  
image002.png (4 kB) , image003.png (4 kB) , image004.png (4 kB) ,  
**Parts/Attachments:** image005.png (9 kB) , image006.png (10 kB) , image007.jpg (10 kB) ,  
image008.png (10 kB) , image009.png (10 kB) , image010.png (10 kB) ,  
image011.png (10 kB) , image012.png (10 kB)

***I realize this thread is from February – but does anyone have some current “ballpark” figures re: cost of redesigning website they can share??***

Key details:

- mix of content from legacy site and new content,
- responsive/mobile-friendly design,
- data-heavy,
- (expansion of) interactive maps/infographics/data presentation,
- conversion from SharePoint to another CMS,
- must meet 508 requirements,
- foreign language content/docs,
- 1000 pages or so, and
- must meet requisite .GOV requirements...

**Can anyone share some “guesstimates” to start conversation/planning process?**

Thanks in advance.

**Amy L. Lakroune**

Senior Communications Specialist / Webmaster

Office of Congressional Affairs and Communications | O C A C

Federal Housing Finance Agency | F H F A

O: 202.649.3031 | [amy.lakroune@fhfa.gov](mailto:amy.lakroune@fhfa.gov)



**Sent:** Thursday, February 7, 2019 9:52 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXT] Re: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

**CAUTION: External Sender**  
Do not click links or open attachments unless you recognize the sender and know the content is safe.

Well said Cheryl, I agree with all of your comments.  
I would also add that chances are also that you will have some higher fixed costs if you are having internal staff do the migration of content vs hired out.  
Good luck to you,  
Lisa

**Lisa G. Wilcox** / Web Design Lead / Certified Scrum Master  
[lgwilcox@ers.usda.gov](mailto:lgwilcox@ers.usda.gov) / 202-999-9619  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov)

**USDA ERS**  
Office: 202-694-5574 / Fax: 202-245-4781  
[www.ers.usda.gov](http://www.ers.usda.gov)



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**From:** Thompson, Cheryl (NIH/NIEHS) [E] [<mailto:000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>]  
**Sent:** Thursday, January 31, 2019 9:28 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

I'm going to throw a few thoughts (not numbers) your way.

1)Often the cost of moving from one technology (ex: CMS) to another is the cost of converting from one system to another. THESE costs should be REDUCED by the fact that the new site can be optimized for the new technology without ever having to work for the old.

2)Cost is going to depend a lot of things you don't mention:

-How big is the site? Is it multiple domains, or just one? Is it 500 pages, 50,000 pages, or 5,000,000 files?

-Does the site need 5 9 availability (up 99.999% of the time) or is, say, 98% availability enough?

Each 9 can drastically change your cost

-Does the site have special security considerations? Again, the more, the higher the cost.

-Are there time constraints (all this has to be done in 6 months... or 3 years?)

-For the redesign

-Do you have user research? If not, you will need to add time for this (cost)

-Do you have named representatives for each of your stakeholder groups lined up? (will

this introduce delays? Example: These 5 people need to approve the design, and they aren't all available until May 2020)

3)Don't neglect cost for maintaining the old site while spinning up the new one (the dual edit phase).

4)Responsive should be a part of any current design, so it shouldn't be something like, "oohhh, you want a responsive design, well that's going to cost 5x more." (caveats, personal opinion there)

-Cheryl

Cheryl Renee Thompson  
Web Manager  
HHS/NIH/NIEHS/OD/OCPL

-----Original Message-----

From: (b) (6), (b) (7)(C) CIV USARMY HQDA ASA MRA (US) <[0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV](mailto:0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV)>

Sent: Wednesday, January 30, 2019 12:20 PM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

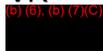
An Agency I am marginally affiliated with is looking to do a complete website redesign. New hardware, software, move to cloud hosting, updated CMS, updated database, personalization features, etc. It will use existing content from the legacy site but will have a completely new look and feel and be fully "responsive". It is not a eCommerce site but it does collect user information for mailings, emails, customer relationship etc and users can create an "account".

The requested budget figure I saw being kicked around was astronomical and potentially bordering on "waste" if it goes through.

You can email me directly and I won't share your name or agency with anyone -- but if anyone can share with me a reasonable total budget number that your federal agency used for a massive redesign like described above please let me know. I need to gather some "Market Research" so I can validate of this estimate I saw was reasonable or if it is high-- this number would be just for everything involved with the new build , implantation and initial year of hosting licenses etc -- no out years yet.

I will not share anything you give me -- I'm just looking for total budget numbers.

VR<



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**Subject:** Seeking CBP Contact  
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Date:** Tue, 9 Jul 2019 12:13:47 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1325 bytes) , [text/html](#) (1832 bytes)

Hello,

Looking to connect with someone from Customs and Border Protection to discuss a frequently asked question we're receiving through the USAGov contact center related to passport stamping at customs.

Any help or connections would be greatly appreciated!

Claire

--

Claire Loxsom  
Pro [USA.gov](#), Outreach/Public Engagement

M: **(b) (6)**  
[Partner with USA.gov!](#)

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digest

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**Subject:** WE STILL NEED YOUR HELP! 21st Century IDEA - IdeaScale Community

**From:** (b) (7)(C), (b) (6) <[REDACTED]@HQ.DHS.GOV>

**Reply To:** (b) (7)(C), (b) (6)

**Date:** Wed, 10 Jul 2019 15:36:51 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (8 kB) , text/html (10 kB) , image001.jpg (8 kB)

Good morning Web Managers!

Back in June, I sent a note letting everyone know that the Federal Web Council had created an [IdeaScale community](#) to support feedback and comments around the 21<sup>st</sup> Century Integrated Digital Experience Act (21<sup>st</sup> Century IDEA). I'm happy to report that we had 167 folks sign up to the community, and those 167 people have contributed 32 ideas on the various sections of the legislation plus 46 comments and 183 votes on ideas/comments.

That's great – BUT I KNOW WE CAN DO BETTER!!! I had previously asked for folks to participate until the end of June... based on the strong feedback we've received and wanting to get even more, we're going to keep it open until COB on Monday, July 15<sup>th</sup>.

So if you haven't already, please visit <https://21stcenturyidea.ideascale.com> and join in the conversation. Your voice won't be heard unless you participate – and this legislation has the potential to make dramatic improvements to federal websites and digital services. Opportunities like this don't come along very often – please take advantage!

Thanks,

(b) (7)(C), (b) (6)

---

**From:** (b) (7)(C), (b) (6) <0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV>

**Sent:** Wednesday, June 12, 2019 7:04 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] WE NEED YOUR HELP! 21st Century IDEA - IdeaScale Community

Hi, Web Managers!

As you've no doubt heard, the [21st Century Integrated Digital Experience Act \(21st Century IDEA\)](#) became law last December. In this law are several action items for federal web managers, including website modernization, digitization of services and forms, customer experience and digital service delivery, and standardization.

Many agencies have already begun to address the action items outlined in this law, but there are some things that require scoping and clarification from OMB. To help identify these issues, the Federal Web Council has established an [IdeaScale community](#) to collect feedback and comments from agencies (you).

Please visit <https://21stcenturyidea.ideascale.com> between now and COB Thursday, June 27, to pose questions and vote on your top issues. Please note that, if you don't already have an IdeaScale account, you will need to register for one. We also are limiting "automatic" registration in the community to those with a .gov or .mil email address... others can register, but will need to be approved.

The Federal Web Council will then use this information to make recommendations to OMB.

Thanks!

(b) (7)(C), (b) (6)

(b) (7)(C), (b) (6)

Office of Public Affairs  
Director of Web Communications

(Voice)

(b) (7)(C), (b) (6)

(b) (7)(C), (b) (6)

[hq.dhs.gov](http://hq.dhs.gov)



Homeland  
Security

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**Subject:** Introducing 10x — Get your idea funded  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Wed, 10 Jul 2019 14:54:54 -0600  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2720 bytes) , [text/html](#) (3583 bytes)

Hi friends —

Do you work on a product or service in government that has an effect on the public? Do you have an idea for how to transform a product or service to make the government better or more effective?

Then you should definitely know about [10x](#) — a new investment fund for technology products in the government from the Technology Transformation Services (TTS) office at the U.S. General Services Administration (GSA) that funds new ideas to help the government deliver better products and services.

Read more about it: <https://digital.gov/2019/07/09/get-to-know-10x/>

To give you an example, the [Guide to the Paperwork Reduction Act](#) that we recently launched — that was a 10x project submitted by the team at OIRA!

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**The next deadline for submitting an idea to 10x is July 30, 2019.**

And to help people get a better sense for how to submit an idea (and to meet the wonderful and inspiring team behind 10x), we've set up an event for next week:

ONLINE EVENT:

**An Introduction to 10x and How to Get Your Idea Funded**

**Wednesday, July 17, 2019 | 2:00 PM – 3:00 PM ET**

**Register here:** <https://digital.gov/event/2019/07/17/an-introduction-10x-how-get-your-idea-funded/>

The 10x team will walk you through the process of submitting an idea, and will review the four key phases that your project could progress through — investigation, discovery, development, and scale, and answer any questions you may have.

Have questions about 10x? Feel free to send them an email [10x@gsa.gov](mailto:10x@gsa.gov)

<https://10x.gsa.gov/>

-jeremy

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://digital.gov)

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**Subject:** GSA Vacancy: Visual Communication Specialist, GS-1084-12  
**From:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Reply To:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Date:** Thu, 11 Jul 2019 15:05:37 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2006 bytes) , [text/html](#) (6 kB)

See below GSA Opportunity

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Another vacancy announcement was published recently, this one for a Visual Information Specialist, GS-1084-12 within Office of Strategic Communication. The position will design website graphics, layouts, and user interfaces for GSA websites, mobile apps, and other digital services. This closes Friday July 12, 2019 11:59pm.

The position is based in the Washington DC commuting area. Below are the links to the announcement (please share as appropriate):

DE Link: <https://www.usajobs.gov/GetJob/ViewDetails/538691100>  
MP Link: <https://www.usajobs.gov/GetJob/ViewDetails/538691200>

For questions, please contact Justin Ward using information below.

Justin M. Ward, APR  
Deputy Associate Administrator, Operations  
Office of Strategic Communication  
General Services Administration

(o) [REDACTED]<sup>4</sup>  
(c) (b) (6) [REDACTED]  
[justin.ward@gsa.gov](mailto:justin.ward@gsa.gov)

--  
Kristal Byrd, UXC  
User Experience Certified  
User Experience/Digital Analysis Program Manager  
Office of Strategic Communication  
General Service Administration  
v: 202-501-4409  
c: (b) (6) [REDACTED]

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**Subject:** Registration is open: An Introduction to 10x and How to Get Your Idea Funded. 7/17/19 2:00 PM – 3:00 PM ET

**From:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Reply To:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Date:** Fri, 12 Jul 2019 12:36:51 -0400

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (2913 bytes) , text/html (11 kB)



Subject: [HELP WANTED: Web Content Manager](#)  
 From: (b) (7)(C), (b) (6) Q.DHS.GOV>  
 Reply To:  
 Date: Fri, 12 Jul 2019 18:39:57 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (12 kB) , [image001.jpg](#) (8 kB)

Afternoon –

The Office of Public Affairs at DHS Headquarters is currently hiring a GS-12 web content manager for DHS.gov. There are two listings – one open to status candidates and one for the public – and **both close on 7/19/2019** or when they each receive 100 applications (whichever happens first). The position is located at the new DHS Headquarters building on the campus of St. Elizabeth’s in Washington, DC.

Top-line qualifications include:

- Coordinating the planning, drafting, editing, approving, and publication of content on a medium to large website using a content management system;
- Managing prominent web content and promotional features on a website to ensure freshness and relevance;
- Ensuring quality assurance (plan language, broken links, accessibility, etc.) on a medium to large website; and
- Compiling and analyzing customer satisfaction and web analytics information using Google Analytics or a similar platform.

Beyond that, as the web content manager for DHS.gov, you will work with every office across DHS to coordinate the publishing of content on the site, ensuring that the public has the most current and accurate information on topics that are shaping our country today. You'll also join a close-knit team that's dedicated to continuous improvement of the website, work with enterprise-level web technology, and have an opportunity to shape the future of DHS public websites as well!

Fed / Status Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539420000>

Public Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539418500>

Thanks!

(b) (7)(C), (b) (6)

U.S. Department of Homeland Security	
Office of Public Affairs Director of Web Communications	(Voice) (b) (7)(C), (b) (6) (b) (7)(C), (b) (6)
 <span style="font-size: 24pt; font-weight: bold;">Homeland Security</span>	

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Subject: (b) (7)(C), (b) (6) r DHS.gov  
From: (b) (7)(C), (b) (6) Q.DHS.GOV>  
Reply To:  
Date: Mon, 15 Jul 2019 12:05:18 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (8 kB) , text/html (11 kB) , image001.jpg (8 kB)

Sending this out again in case folks missed the Friday afternoon posting... come join our team!

(b) (7)(C), (b) (6)

From: (b) (7)(C), (b) (6) <[redacted]@hq.dhs.gov>  
Sent: Friday, July 12, 2019 2:40 PM  
To: (b) (7)(C), (b) (6) <[redacted]@hq.dhs.gov>  
Subject: HELP WANTED: Web Content Manager

Afternoon –

The Office of Public Affairs at DHS Headquarters is currently hiring a GS-12 web content manager for DHS.gov. There are two listings – one open to status candidates and one for the public – and **both close on 7/19/2019** or when they each receive 100 applications (whichever happens first). The position is located at the new DHS Headquarters building on the campus of St. Elizabeth’s in Washington, DC.

Top-line qualifications include:

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Fed / Status Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539420000>

Public Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539418500>

Thanks!

(b) (7)(C), (b) (6)

(b) (7)(C), (b) (6)	U.S. Department of Homeland Security
Office of Public Affairs Director of Web Communications  	(Voice) (b) (7)(C), (b) (6) (Cell) (b) (7)(C), (b) (6) <a href="mailto:[redacted]@hq.dhs.gov">[redacted]@hq.dhs.gov</a>

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**Subject:** SharePoint  
**From:** "Morgan, Steven" <steven.morgan@NCPC.GOV>  
**Reply To:** Morgan, Steven  
**Date:** Mon, 15 Jul 2019 18:10:35 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1306 bytes) , [text/html](#) (6 kB)

Hi,

My agency is thinking of converting our intranet to SharePoint, and I need some feedback.

Would you answer these questions?

1. Do you currently use SharePoint?
2. Do you like SharePoint (1-10)?
3. Is it easy to set up and maintain?
4. Would you recommend SharePoint?

I appreciate any feedback you would like to provide!

Thanks in advance,

Steve Morgan  
Web Developer

---

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**Subject:** Re: SharePoint  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Mon, 15 Jul 2019 18:41:20 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (7 kB) , text/html (12 kB) , image001.png (7 kB)

Hi,

In a number of agencies I worked for, we used Sharepoint (SP) mostly for intranet and/or extranet (both authenticated systems). I would first ask:

1. What are you using for that purpose now, if any?
2. What is your alternative in consideration, if any?
3. Are you considering SP on-premises or online/360?

SP is a great system but initial planning, configuration and implementation is VERY important! Otherwise you'll suffer forever because once implemented, it gets more complex as it is utilized, used, filled with documents... To start with, architectural structuring and user roles (permission groups) are two things to be carefully considered at the core.

To answer your questions:

1. Do you currently use SharePoint? Yes, now and in the past in a number of organizations.
2. Do you like SharePoint (1-10)? I'd say 7-8 but because of "weak implementation"
3. Is it easy to set up and maintain? Since I am not SP sys admin, I cant speak about the whole process but I'd say once planned good, it should not be a rocket science.
4. Would you recommend SharePoint? Generically yes...

I would also mention that since you'll be starting from scratch (I assume), you have an advantage of being organized and be aware of the issues most of us had in the past.

Regards – Yalcin

**M. Yalçın SERT**, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
Sr Web Solutions Architect | Customer Experience Office  
Federal Student Aid



---

**From:** Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, July 15, 2019 2:11 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] SharePoint

Hi,

My agency is thinking of converting our intranet to SharePoint, and I need some feedback.

Would you answer these questions?

1. Do you currently use SharePoint?
2. Do you like SharePoint (1-10)?
3. Is it easy to set up and maintain?
4. Would you recommend SharePoint?

I appreciate any feedback you would like to provide!

2/9/2021

I appreciate any feedback you would like to provide.

Thanks in advance,

Steve Morgan  
Web Developer

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**Subject:** Re: SharePoint  
**From:** "Minton, Vern T." <Vern.Minton@VA.GOV>  
**Reply To:** Minton, Vern T.  
**Date:** Tue, 16 Jul 2019 11:46:46 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3119 bytes) , [text/html](#) (8 kB)

Yes, Yes, that's relative, Yes

Contingency: if you do not have good Farm Administration support, I do not recommend Sharepoint. The quality of the support team must be top notch, IMHO. We are fortunate at VA to have great support.

I also recommend you wait until you have Sharepoint Online (as part of the Office 365 suite) and that all of O365 is supported and implemented.

I only use what Sharepoint offers out of the box. Using third party add-ons can be tricky if the purchase/subscription is not approved in subsequent years.

But, that's just my 2C worth. There are lots of other opinions that will differ. My answer(s) just might be a conversation starter 😊 Hope this helps.

---

**From:** Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, July 15, 2019 2:11 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] SharePoint

Hi,

My agency is thinking of converting our intranet to SharePoint, and I need some feedback.

Would you answer these questions?

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3. Is it easy to set up and maintain?
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**Subject:** Re: SharePoint  
**From:** "Bautch, Brady J." <Brady.Bautch2@VA.GOV>  
**Reply To:** Bautch, Brady J.  
**Date:** Tue, 16 Jul 2019 13:44:42 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (9 kB) , text/html (10 kB) , image001.jpg (9 kB)

Yes, my agency uses SharePoint of various types from SP10 to SP 365. I am what is considered a "SharePoint Power User," in that I can manage SharePoint collections, build/manage SP sites using the tools provided by SP. I also manage several SharePoint collections.

Like Terry said in his previous email, you will need an experience farm team to install, run and manage SharePoint on the backend. I also agree with Terry in that you should stick to the out-of-the-box features for SharePoint. Using third-party add-ins tends to gunk things up especially if your agency has it locked down tight for security. Again, there is also significant cost to it.

In general SP is pretty easy to use at both the power user and general user levels, but there is a training curve to it. Also, be aware, Microsoft does not do a great job documenting it (please MS hire some technical writers!), however you can find a lot of training online (most of it free - youtube).

Again, I am a big SP fan, but it does tend to drive me nuts from time-to-time.

Good Luck!

Brady Bautch  
Public Affairs Specialist  
Veterans Health Administration  
Population Health Services (10P4V)  
Patient Care Services  
Phone: 715.598.4167

U.S. Navy (Ret.)  
Honor, Courage, Commitment



---

**From:** Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, July 15, 2019 1:11 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] SharePoint

Hi,

My agency is thinking of converting our intranet to SharePoint, and I need some feedback.

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** Re: SharePoint  
**From:** "Smith, Bradley G -FS" <bradley.smith@USDA.GOV>  
**Reply To:** Smith, Bradley G -FS  
**Date:** Tue, 16 Jul 2019 14:22:49 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (6 kB) , text/html (17 kB) , image001.jpg (9 kB)

The US Forest Service has been using SharePoint as part of our intranet since 2007. We started with an on-premise farm and moved to a Microsoft "cloud" in 2011 along with USDA and then to Office 365 in the past couple of years. I concur with all points made so far and will add:

1. SharePoint is a good resource for team based content sharing;
2. SharePoint is also good as "portal" platform, ie publishing/tailoring content to users who authenticate into the platform;
3. You will struggle significantly with accessibility and ultimately conclude that MS controls most of pieces that still need work so if accessibility is a key requirement be cautious;
4. Migrations from one version to the next will be expensive, time consuming, with failed edge cases. You will need third party tools to help in every version change. The FS has a controlled correspondence application in SharePoint and migration from Microsoft managed "cloud" SharePoint to Office 365 SharePoint for the archive database failed despite repeated attempts and assistance from third party vendors and Microsoft.
5. Use out of the box features only. No custom coding with Visual Studio. You will regret it at migration. MS is reinforcing this in new versions of Office 365 by limiting the ability to add JavaScript to pages.
6. Do not use SharePoint for general (anonymous) access web sites – like many content management systems, SharePoint generates URLs that are not meant for human recall.
7. Search requires dedicated staff to tune if it is going to be useful or usable.

Brad

---

**From:** Bautch, Brady J. <0000054ac699b476-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, 16 July, 2019 06:45  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] SharePoint

Yes, my agency uses SharePoint of various types from SP10 to SP 365. I am what is considered a "SharePoint Power User," in that I can manage SharePoint collections, build/manage SP sites using the tools provided by SP. I also manage several SharePoint collections.

Like Terry said in his previous email, you will need an experience farm team to install, run and manage SharePoint on the backend. I also agree with Terry in that you should stick to the out-of-the-box features for SharePoint. Using third-party add-ins tends to gunk things up especially if your agency has it locked down tight for security. Again, there is also significant cost to it.

In general SP is pretty easy to use at both the power user and general user levels, but there is a training curve to it. Also, be aware, Microsoft does not do a great job documenting it (please MS hire some technical writers!), however you can find a lot of training online (most of it free - youtube).

Again, I am a big SP fan, but it does tend to drive me nuts from time-to-time.

Good Luck!

Brady Bautch  
Public Affairs Specialist  
Veterans Health Administration  
Population Health Services (10P4V)  
Patient Care Services  
Phone: 715.598.4167

2/9/2021

U.S. NAVY (REL.)  
Honor, Courage, Commitment



---

**From:** Morgan, Steven <[000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV](mailto:000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Monday, July 15, 2019 1:11 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] SharePoint

Hi,

My agency is thinking of converting our intranet to SharePoint, and I need some feedback.

Would you answer these questions?

1. Do you currently use SharePoint?
2. Do you like SharePoint (1-10)?
3. Is it easy to set up and maintain?
4. Would you recommend SharePoint?

I appreciate any feedback you would like to provide!

Thanks in advance,

Steve Morgan  
Web Developer

---

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2/9/2021

To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff  
content-managers-l

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**Subject:** Re: SharePoint  
**From:** (b) (6) <(b) (6)@TVA.GOV>  
**Reply To:** (b) (6)  
**Date:** Tue, 16 Jul 2019 14:32:26 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB)

SharePoint is a major component of our intranet – we also have a Drupal “portal” frontend. Content from the individual business units (and cross-agency initiatives like CFC) is on SharePoint. We started with SharePoint 2007, then 2010, now Online.

I agree with all of the previous respondents. SharePoint is a good tool IF it is implemented correctly and you have strong governance in place. Decentralized administration and content creation is a plus (in that it doesn't get delayed in a Communications or IT bottleneck); however, it can easily lead to bloat and/or permission issues. I would also recommend developing and enforcing an agency theme and master pages (or one for each department) if you want to have a cohesive user experience. SharePoint may be the origin of the idiom: Give someone an inch and they'll take a mile!

1. Yes, SharePoint Online
2. 7 (if implemented well)
3. Seems to be much easier now that we're on Azure (and have done two migrations)
4. Yes, depending on your use case and with the caveats stated

Thanks,

(b) (6)  
Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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**From:** Morgan, Steven [mailto:000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV]  
**Sent:** Monday, July 15, 2019 2:11 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] SharePoint

TVA External Message. Please use caution when opening.

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**Subject:** Drupal4Gov Webinar Series: Drupal GovCon is next week! Let's talk about what to expect (Tomorrow, Thur 7/18 at 3pm EST)  
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>  
**Reply To:** Dearie, Jessica  
**Date:** Wed, 17 Jul 2019 15:18:48 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1708 bytes) , [text/html](#) (5 kB)

Join us as we talk about what to expect at Drupal GovCon next week. We'll talk about getting through security, building your schedule, how lunch will work, trainings, BoFs and more!

Register via Eventbrite: <https://www.eventbrite.com/e/drupal4gov-webinar-series-drupal-govcon-is-next-week-lets-talk-about-what-to-expect-registration-65677666669?utm-medium=discovery&utm-campaign=social&utm-content=attendeeshare&aff=escb&utm-source=cp&utm-term=listing>

---

**Jessica Dearie**  
*ORD Intranet Coordinator*  
*ORD SharePoint Site Collection Administrator*  
ORD Office of Science Information Management  
Drupal4Gov (join us [drupal4gov@gmail.com](mailto:drupal4gov@gmail.com))  
202-564-8718  
<https://intranet.ord.epa.gov/>

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**Subject:** EPA Web folks  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Fri, 19 Jul 2019 16:01:45 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1470 bytes) , [text/html](#) (3570 bytes)

Hello!

I'm looking for someone at EPA who can share the goodness that is their calendar tool (e.g., <https://www.epa.gov/senior-leaders-calendars/calendar-administrator-andrew-wheeler>) -- please?

I'm on a bit of a mission.

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)



---

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\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** Re: EPA Web folks  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Fri, 19 Jul 2019 14:23:05 -0600  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2854 bytes) , [text/html](#) (5 kB)

Based on the source code, I am going to take a wild guess that is a drupal module that pulls in a Google Calendar, and that there are custom styles and formatting applied. Though I am not sure if EPA is one of the agencies using Google.

Best of luck on your quest!  
-jeremy

On Fri, Jul 19, 2019 at 2:07 PM Gillick, Larry <[0000023856cf3c97-dmarc-request@listserv.gsa.gov](mailto:0000023856cf3c97-dmarc-request@listserv.gsa.gov)> wrote:  
Hello!

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--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://www.digital.gov)

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**Subject:** Re: EPA Web folks  
**From:** "Marruffo, Jason" <Marruffo.Json@EPA.GOV>  
**Reply To:** Marruffo, Jason  
**Date:** Fri, 19 Jul 2019 20:40:31 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4092 bytes) , text/html (10 kB) , ~WRD000.jpg (10 kB)

Manually populated entries pulled into a view, using Drupal. Not Google, but Outlook.

Json

**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Sent:** Friday, July 19, 2019 2:23 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] EPA Web folks

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Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](http://digital.gov)

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**Subject:** File format used when archiving webpages  
**From:** "Harris, Debra" <Debra.Harris@USPTO.GOV>  
**Reply To:** Harris, Debra  
**Date:** Mon, 22 Jul 2019 14:20:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1407 bytes) , [text/html](#) (4039 bytes)

Hello fellow content managers,

We are about to embark on archiving a number of pages and saving outside of our CMS for future reference. We're considering .pdf and .mhtml. **What file formats have you used and why?**

Happy to connect here or direct - [debra.harris@uspto.gov](mailto:debra.harris@uspto.gov)

Thank you,

**Debra Harris**

Web Communications Strategist  
Trademarks Business Unit  
U.S. Patent and Trademark Office

[debra.harris@uspto.gov](mailto:debra.harris@uspto.gov)  
571-272-4305

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**Subject:** Re: File format used when archiving webpages  
**From:** Ryan Wold - QXA <ryan.wold@GSA.GOV>  
**Reply To:** Ryan Wold - QXA <ryan.wold@GSA.GOV>  
**Date:** Mon, 22 Jul 2019 07:55:44 -0700  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3117 bytes) , [text/html](#) (5 kB)

Hi Debra,

<http://commoncrawl.org/> has good information on the [Arc File Format](#) (Archive File Format).

I'd have a number of questions about the scope of the site and the purpose of the archiving. Data in a CMS typically lives in a database, and the website pages themselves are merely "projections" of that data (along with your site-specific theme, etc). Your specific needs/requirements can inform which approach is appropriate.

I will mention that .pdf will probably retain the visual appearance while also rendering the html data essentially useless. I'd be cautious about using .pdf to archive on the web.

- Ryan

On Mon, Jul 22, 2019 at 7:32 AM Harris, Debra <[Debra.Harris@uspto.gov](mailto:Debra.Harris@uspto.gov)> wrote:

Hello fellow content managers,

We are about to embark on archiving a number of pages and saving outside of our CMS for future reference. We're considering .pdf and .mhtml. **What file formats have you used and why?**

Happy to connect here or direct - [debra.harris@uspto.gov](mailto:debra.harris@uspto.gov)

Thank you,

**Debra Harris**

Web Communications Strategist

Trademarks Business Unit

U.S. Patent and Trademark Office

[debra.harris@uspto.gov](mailto:debra.harris@uspto.gov)

571-272-4305

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Ryan Wold  
Innovation Specialist / Feedback Analytics  
TTS / OPP  
US General Services Administration

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**Subject:** Join 2pm tomorrow (7/23), for 15 minute Presidential Innovation Fellow User-centric Design in Government Webinar

**From:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Reply To:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Date:** Mon, 22 Jul 2019 11:50:47 -0400

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (2739 bytes) , text/html (10 kB)

Dear Content Managers Community,

Register [here](#) for a 15 minute Presidential Innovation Fellow webinar.

Learn how user-centered design is a practice honed by the American tech industry. In American government practice, it has meant inserting the end-user into as many conversations, meetings, and product discussions as possible. Many people in government are receptive to this re-framing, and it allows civic technologists and designers across TTS to more intentionally design products and services with the person who will use it in mind.

Joining Davar Ardalan are 18F Product Manager Kara Reinsel, PIF Maria Dayton and USA.gov's Marietta Jelks. We are launching this series in conjunction with GSA's 70th Anniversary. Curated by GSA's Office of Products and Programs (OPP), the Presidential Innovation Fellows Program (PIF), and DigitalGov University (DGU), these chats foster learnings and a collective voice on applied innovation.

Register: <http://go.usa.gov/xywpc>

--

(b) (6)

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**From:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>  
**Reply To:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>  
**Date:** Mon, 22 Jul 2019 12:03:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3957 bytes) , text/html (16 kB)

Apologies, we are experiencing a technical error. Please find a correct link to the registration below:

<https://www.eventbrite.com/e/american-tech-series-part-two-advancing-user-centric-design-in-government-registration-63483436668>

Thanks for your patience,

(b) (6)

On Mon, Jul 22, 2019 at 11:50 AM (b) (6) - QXE-C <(b) (6)@gsa.gov> wrote:

Dear Content Managers Community,

Register [here](#) for a 15 minute Presidential Innovation Fellow webinar.

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Register: <http://go.usa.gov/xywpc>

--

(b) (6)  
DigitalGov University (DGU) Support  
**DigitalGov**  
U.S. General Services Administration (GSA)  
Technology Transformation Service (TTS)  
Office of Products & Programs

(b) (6)@gsa.gov  
(b) (6)



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**Subject:** Re: Join 2pm tomorrow (7/23), for 15 minute Presidential Innovation Fellow User-centric Design in Government Webinar  
**From:** Doug Freeman <Doug.Freeman@TRADE.GOV>  
**Reply To:** Doug Freeman <Doug.Freeman@TRADE.GOV>  
**Date:** Mon, 22 Jul 2019 16:49:49 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (2346 bytes) , text/html (5 kB) , image001.jpg (5 kB)

One opening for User Experience Designer at Department of Commerce, International Trade Administration.

This position is on the team leading digital strategy and engagement for the entire organization and will be a key part of helping shape a multi-year digital transformation.

Links are open until July 26.

ITA-CIO-2019-0003 MP: <https://www.usajobs.gov/GetJob/ViewDetails/540078800>

ITA-CIO-2019-0004 DE: <https://www.usajobs.gov/GetJob/ViewDetails/540079400>

**DOUG FREEMAN**

DIRECTOR, DIGITAL STRATEGY & ENGAGEMENT

Technology, Services and Innovation (TSI)

[doug.freeman@trade.gov](mailto:doug.freeman@trade.gov) | 202.482.0344 (O) | (b) (6) (M)

U.S. Department of Commerce | International Trade Administration



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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

\*To unsubscribe. follow the directions above for the digest. but change the message text to read: signoff

**Subject:** Fall graphic design intern  
**From:** Tim Walker <Tim.Walker@FRB.GOV>  
**Reply To:** Tim Walker <Tim.Walker@FRB.GOV>  
**Date:** Mon, 22 Jul 2019 19:15:18 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (9 kB) , [image001.png](#) (5 kB)

Hi folks,

The OIG for the Federal Reserve Board and Consumer Financial Protection Bureau is looking for a graphic design intern starting this fall.

The intern will work on a wide variety of projects, such as creating graphics for reports, web, and social media as well as helping to design and publish content for other digital and print communications.

Applicants can apply at <https://frbog.taleo.net/careersection/1/jobdetail.ftl?lang=en&job=21493>.

Thanks,

**Tim Walker**

Senior Writer-Editor

P: 202-407-0093 | E: [tim.walker@frb.gov](mailto:tim.walker@frb.gov)



**Office of Inspector General**

Board of Governors of the Federal Reserve System  
Bureau of Consumer Financial Protection

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**Subject:** Job Opportunity - Visual Information Specialist in DC  
**From:** "Stewart, Margaret" <Margaret.Stewart@OCC.TREAS.GOV>  
**Reply To:** Stewart, Margaret  
**Date:** Tue, 23 Jul 2019 21:32:23 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1610 bytes) , text/html (5 kB)

The Office of the Comptroller of the Currency (OCC) is seeking a Visual Information Specialist to join our team in Washington, DC.

Salary range: \$85,324 to \$158,855 per year

Vacancy notice: 07/19/2019 to 08/02/2019

Please see the full vacancy announcement and applicant instructions here:

MP-DSC-SG-19-1780

<https://www.usajobs.gov/GetJob/ViewDetails/540126500?PostingChannelID=RESTAPI>

Thank you for sharing this opportunity with all qualified applicants.

Please do not contact me directly regarding this announcement.

Thank you,  
Margaret

---

Margaret Stewart  
Office of the Comptroller of the Currency (OCC)  
[margaret.stewart@occ.treas.gov](mailto:margaret.stewart@occ.treas.gov)

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Subject: HELP WANTED: Web Content Manager for DHS.gov (Take 2)  
From: (b) (7)(C), (b) (6) HQ.DHS.GOV>  
Reply To:  
Date: Wed, 24 Jul 2019 16:40:07 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (8 kB) , text/html (13 kB) , image001.jpg (8 kB)

Hi all –

Due to a paperwork mix up with the HR folks here at DHS, we're having to re-advertise the GS-12 web content manager position for DHS.gov.

Just like before, there are two listings – one for status candidates and one open to the public – and **both now close on 7/29/2019** or when they each receive 100 applications (whatever happens first). Same location, same qualifications, etc... we're just having to re-do the process on this one.

**If you had previously applied, YOU WILL NEED TO APPLY AGAIN using the following links.**

Fed / Status Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/540329200>  
Public Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/540329400>

Thanks and apologies for the mulligan!

v/r

(b) (7)(C), (b) (6)

---

From: (b) (7)(C), (b) (6) hq.dhs.gov>  
Sent: Friday, July 12, 2019 2:40 PM  
(b) (7)(C), (b) (6) @hq.dhs.gov>  
Subject: HELP WANTED: Web Content Manager

Afternoon –

The Office of Public Affairs at DHS Headquarters is currently hiring a GS-12 web content manager for DHS.gov. There are two listings – one open to status candidates and one for the public – and **both close on 7/19/2019** or when they each receive 100 applications (whichever happens first). The position is located at the new DHS Headquarters building on the campus of St. Elizabeth's in Washington, DC.

Top-line qualifications include:

- Coordinating the planning, drafting, editing, approving, and publication of content on a medium to large website using a content management system;
- Managing prominent web content and promotional features on a website to ensure freshness and relevance;
- Ensuring quality assurance (plan language, broken links, accessibility, etc.) on a medium to large website; and
- Compiling and analyzing customer satisfaction and web analytics information using Google Analytics or a similar platform.

Beyond that, as the web content manager for DHS.gov, you will work with every office across DHS to coordinate the publishing of content on the site, ensuring that the public has the most current and accurate information on topics that are shaping our country today. You'll also join a close-knit team that's dedicated to continuous improvement of the website, work with enterprise-level web technology, and have an opportunity to shape the future of DHS public websites as well!

Fed / Status Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539420000>  
Public Announcement: <https://www.usajobs.gov/GetJob/ViewDetails/539418500>

Thanks!

(b) (7)(C), (b) (6)

(b) (7)(C), (b) (6)	U.S. Department of Homeland Security
Office of Public Affairs Director of Web Communications	(Voice) (b) (7)(C), (b) (6) (b) (7)(C), (b) (6) <a href="mailto:q.dhs.gov">q.dhs.gov</a>



Homeland Security

---

This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** social media aggregators  
**From:** (b) (6) <(b) (6)@TVA.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 24 Jul 2019 19:50:32 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2019 bytes) , text/html (4 kB)

We are exploring social media aggregators in order to display our various channels (e.g., Facebook, Twitter, YouTube, Instagram, LinkedIn) in one social stream. It will be embedded initially on a Drupal page, so it would be helpful if it was platform agnostic (although we can work with a WordPress plugin if necessary). We'd appreciate any suggestions for tools or services.

Thanks!

(b) (6)  
Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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**Subject:** Recommendations on CMS for public website  
**From:** (b) (6) <(b) (6)> DIR.TEXAS.GOV>  
**Reply To:** (b) (6) <(b) (6)> DIR.TEXAS.GOV>  
**Date:** Fri, 26 Jul 2019 18:39:02 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (5 kB) , image001.png (4 kB) , image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

Good afternoon,

Our agency is currently exploring options for alternate CMS as we redesign our external facing site (presently running on SharePoint). A colleague recently recommended Plone – does anyone have any experience or feedback with this platform they may be willing to share?

Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

(b) (6) **CSM**  
Website Administrator  
EIR Accessibility Coordinator  
P (b) (6)  
(b) (6) [dir.texas.gov](http://dir.texas.gov)



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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Re: Recommendations on CMS for public website  
 From: (b) (6) <(b) (6) STATE.GOV>  
 Reply To: (b) (6)  
 Date: Fri, 26 Jul 2019 19:18:47 +0000  
 Content-Type: multipart/related  
 text/plain (5 kB) , text/html (10 kB) , image001.png (4 kB) ,  
 Parts/Attachments: image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB) ,  
 image005.jpg (5 kB)

We moved to Wordpress in 2016, after investigating Drupal. Our office supports 198 websites in the U.S. and overseas, in more than 70 languages.

<https://www.usembassy.gov>

(b) (6) PMP  
 IT Project Manager | Office of Customer Experience  
 U.S. Department of State  
 Bureau of Global Public Affairs  
 (b) (6) | (b) (6) [state.gov](http://state.gov)



**Personal**  
**UNCLASSIFIED**

---

From: (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
 Sent: Friday, July 26, 2019 2:39 PM  
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Good afternoon,

Our agency is currently exploring options for alternate CMS as we redesign our external facing site (presently running on SharePoint). A colleague recently recommended Plone – does anyone have any experience or feedback with this platform they may be willing to share?

Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

(b) (6) CSM  
 Website Administrator  
 EIR Accessibility Coordinator  
 P (b) (6)  
 (b) (6) [dir.texas.gov](http://dir.texas.gov)



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---

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**Subject:** Re: Recommendations on CMS for public website  
**From:** "Hazen, Allison" <Allison.Hazen@USITC.GOV>  
**Reply To:** Hazen, Allison  
**Date:** Fri, 26 Jul 2019 19:31:32 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (9 kB) , image001.png (4 kB) , image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

We use Drupal for all external sites at the USITC. Internally, we still support a SharePoint platform for document management and collaboration, but we have our main Intranet on Drupal.

Our primary reasons for Drupal were that, externally especially, it was more secure outside our firewall (SharePoint has some issues there). Also, while it's a bigger spin-up than WordPress, it's much more scalable in terms of available modules and customizations. But, definitely plan on a much larger development time with Drupal...it's not an easy point-and-click/pick-a-theme kind of CMS like WordPress. The support package for Drupal (Aquia) is helpful as well, though there's enough of a user base that we haven't needed it much to date.

Good luck with the CMS migration!

Ally

Webmaster, [www.usitc.gov](http://www.usitc.gov) (in the process of being redesigned; will hit you all up for feedback in a week or so!)

**From:** (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 2:39 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Recommendations on CMS for public website

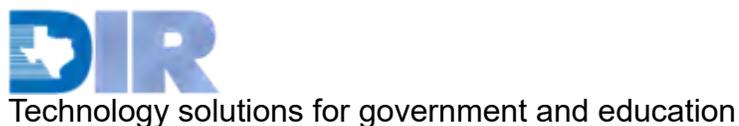
Good afternoon,

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Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

**(b) (6) CSM**  
 Website Administrator  
 EIR Accessibility Coordinator  
**P (b) (6)**  
**(b) (6)** [dir.texas.gov](http://dir.texas.gov)



manage the content of government websites.

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---

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Subject: Re: Recommendations on CMS for public website  
 From: "(b) (6)" (HHSC)" <(b) (6)@HHSC.STATE.TX.US>  
 Reply To: "(b) (6)" (HHSC)  
 Date: Fri, 26 Jul 2019 20:08:51 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (5 kB) , text/html (13 kB) , image001.png (4 kB) ,  
 image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

I'll second Allison's comments on Drupal.

We have around a dozen Drupal sites here at Texas Health and Human Services Commission, both internal and external.

(b) (6)  
 Technical Coordinator  
 Texas Health & Human Services Commission  
 Office of Communications  
 (b) (6)

---

**From:** Hazen, Allison <0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 2:32 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

**WARNING:** This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

We use Drupal for all external sites at the USITC. Internally, we still support a SharePoint platform for document management and collaboration, but we have our main Intranet on Drupal.

Our primary reasons for Drupal were that, externally especially, it was more secure outside our firewall (SharePoint has some issues there). Also, while it's a bigger spin-up than WordPress, it's much more scalable in terms of available modules and customizations. But, definitely plan on a much larger development time with Drupal...it's not an easy point-and-click/pick-a-theme kind of CMS like WordPress. The support package for Drupal (Aquia) is helpful as well, though there's enough of a user base that we haven't needed it much to date.

Good luck with the CMS migration!

Ally

Webmaster, [www.usitc.gov](http://www.usitc.gov) (in the process of being redesigned; will hit you all up for feedback in a week or so!)

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**From:** (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 2:39 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Good afternoon,

Our agency is currently exploring options for alternate CMS as we redesign our external facing site (presently running on SharePoint). A colleague recently recommended Plone – does anyone have any experience or feedback with this platform they may be willing to share?

Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

(b) (6) **CSM**  
Website Administrator  
EIR Accessibility Coordinator  
**P (512) 475-4575**  
(b) (6) [dir.texas.gov](http://dir.texas.gov)



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**Subject:** Re: Recommendations on CMS for public website  
**From:** (b) (6) CIV (US) DeCA HQ OC"  
<(b) (6) DECA.MIL>  
**Reply To:** (b) (6) CIV (US) DeCA HQ OC  
**Date:** Fri, 26 Jul 2019 20:16:33 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (75 lines)

Drupal is currently our platform of choice for both our internal and external websites, and like most systems, keeping it regularly patched and updated is critical to ensure that it is secure. There are some weaknesses with Drupal (those patches and updates can wipe out config changes if you're not careful), but overall we've been pleased with the choice.

-----Original Message-----

**From:** (b) (6) [mailto:00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV]  
**Sent:** Friday, July 26, 2019 2:39 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Good afternoon,

Our agency is currently exploring options for alternate CMS as we redesign our external facing site (presently running on SharePoint). A colleague recently recommended Plone - does anyone have any experience or feedback with this platform they may be willing to share?

Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

(b) (6) CSM

Website Administrator

EIR Accessibility Coordinator

P (b) (6)

(b) (6) dir.texas.gov

<<http://www.dir.texas.gov/>>

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<<https://twitter.com/TexasDIR>> <<https://www.linkedin.com/company/1191778?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A1191778%2Cidx%3A2-1-2%2CtarId%3A1447170900981%2Ctas%3Atexas%20department%20of%20information%20>>  
<<https://www.youtube.com/channel/UCbIISRf9vfouEFAfBjjR7JA/feed>>

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\*\*\*\*\*

**Subject:** Re: Recommendations on CMS for public website  
**From:** "Pieper, Ursula" <ursula.pieper@USDA.GOV>  
**Reply To:** Pieper, Ursula  
**Date:** Fri, 26 Jul 2019 20:33:26 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (8 kB) , text/html (16 kB) , image001.png (4 kB) , image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

Hi (b) (6)

About Drupal and security concerns:

Since Drupal is open source, and has a large code base, including modules contributed by the community, security issues are identified regularly.

That being said, I think that the Drupal security team is excellent, and usually, security issues are announced together with a suggestion for a fix, typically an upgrade of a module or Drupal core (the main code base of Drupal). Security updates are always announced on Wednesdays, and for absolutely critical ones, they send out a notice to the subscribers of the security emails and advise to stand by on the following Wednesday for an upgrade.

In short: Yes, Drupal requires relatively frequent security upgrades. But: if your systems or website administrator team is on top of the upgrades, this should not be an issue in my opinion.

About plone: I have no personal experience with it, but heard that it has a very good security track record. It is not as widely used as Drupal.

Otherwise, I second what Ally wrote.

Good luck with your choice! Ursula

Ursula Pieper  
Information Systems Division  
National Agricultural Library – ARS - ITSD – USDA

---

**From:** Hazen, Allison <0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 3:32 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

We use Drupal for all external sites at the USITC. Internally, we still support a SharePoint platform for document management and collaboration, but we have our main Intranet on Drupal.

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Good luck with the CMS migration!

Ally

Webmaster, [www.usitc.gov](http://www.usitc.gov) (in the process of being redesigned; will hit you all up for feedback in a week or so!)

---

**From:** (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 2:39 PM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Good afternoon,

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Additionally, I have received feedback from other agencies that there are some security concerns with Drupal. Any useful feedback regarding your experience with Drupal?

Thanks for your time!

(b) (6) CSM  
Website Administrator  
EIR Accessibility Coordinator  
P (b) (6)  
(b) (6) [dir.texas.gov](http://dir.texas.gov)



Technology solutions for government and education



---

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**Subject:** Re: Recommendations on CMS for public website  
**From:** (b) (6) <(b) (6)@LBL.GOV>  
**Reply To:** (b) (6) <(b) (6)@LBL.GOV>  
**Date:** Fri, 26 Jul 2019 14:12:46 -0700  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (10 kB) , text/html (34 kB)

We don't use Plone, but we do use another equally obscure open-source CMS framework: SilverStripe.

It is very capable and magnificently extensible but lacks the broad user community enjoyed by WordPress and Drupal. As a result, you pretty much have to develop everything you want from scratch. There are no widgets to just drop in from a wider community. Like I said, I know nothing about Plone, but as someone stuck on an obscure CMS framework, I'd suggest you investigate Drupal and Wordpress.

(b) (6)  
Lawrence Berkeley National Laboratory  
Computing Sciences Communications  
(b) (6)  
(b) (6)@lbl.gov

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*Scribe ebrios. Recensere sobrius.*

On Jul 26, 2019, at 1:33 PM, Pieper, Ursula <[000005786709f41b-dmarc-request@LISTSERV.GSA.GOV](mailto:000005786709f41b-dmarc-request@LISTSERV.GSA.GOV)> wrote:

Hi (b) (6)

About Drupal and security concerns:  
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In short: Yes, Drupal requires relatively frequent security upgrades. But: if your systems or website administrator team is on top of the upgrades, this should not be an issue in my opinion.

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Otherwise, I second what Ally wrote.

Good luck with your choice! Ursula

Ursula Pieper  
Information Systems Division  
National Agricultural Library – ARS - ITSD – USDA

---

**From:** Hazen, Allison <[0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV](mailto:0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Friday, July 26, 2019 3:32 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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[<image001.png>](#)  
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[<image002.jpg><image003.jpg><image004.jpg>](#)

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**Subject:** Re: Recommendations on CMS for public website  
**From:** "Maas, Jennifer" <Jennifer.Maas@MAIL.HOUSE.GOV>  
**Reply To:** Maas, Jennifer  
**Date:** Fri, 26 Jul 2019 22:12:15 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (13 kB) , text/html (23 kB) , image001.png (4 kB) , image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

Hello (b) (6)

Chiming in from the House of Reps. We also use Drupal internally and externally. Very similar set up to what Ally described, with SharePoint for other internal collaboration and documentation purposes.

Additionally, the security landscape as Ursula describes is the same for us. As long as you have a dedicated resource to stay on top of the updates, they will be amply notified by the Drupal security team and will have a large community of support.

Speaking not as a cyber expert, I can tell you that we picked Drupal over WordPress due to security concerns and recommendations.

**Jennifer Maas**  
*Web Products Manager*  
House Web Services  
202-226-6156

---

Office of the Chief Administrative Officer  
US House of Representatives  
<https://www.house.gov>

---

**From:** Pieper, Ursula <000005786709f41b-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 4:33 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

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**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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Website Administrator  
EIR Accessibility Coordinator  
P (b) (6)  
(b) (6) [dir.texas.gov](http://dir.texas.gov)



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**Subject:** Re: Recommendations on CMS for public website  
**From:** (b) (6) <(b) (6) STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Mon, 29 Jul 2019 12:45:42 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (7 kB) , text/html (22 kB) , image001.png (4 kB) ,  
 image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

Hi (b) (6) looks like you just missed [Drupal GovCon](#) just last week. But you can watch the videos from the event here:

- [Day 1 videos](#)
- [Day 2 videos](#)
- [Day 3 videos](#)
- [Webinars](#)

Open Source projects carry a stigma of “security flaws” but the opposite is actually true. Think of it this way. Would you rather wait for a security release of a proprietary system or would you like to have thousands of eyes on the code? The [Drupal Security team](#) is amazing. And what you probably don’t know, is that it’s lead by a state university professor. That is...a government employee. We have security release windows on Wednesdays and you can check the modules covered by the security team simply by looking at the module’s project page.

For a complete list of the current members of the Drupal Security team, there’s an alphabetical list here: <https://security.drupal.org/team-members>. The page notes:

The security team is an all-volunteer group of individuals who work to improve the security of the Drupal project. Members of the team come from countries across 3 continents including residents of Austria, Belgium, Canada, Catalonia, England, France, Germany, Hungary, Ireland, Japan and USA. The team draws members from consultancies, Drupal service providers, and Drupal’s end-users including non-profit, for-profit and education. The team was formalized in 2005 with a mailing list and has had 3 team leads in that time period.

I’ve been a user of Drupal since Drupal 5. So, I’ve been around a long time and seen my fair share of security issues. The big ones were:

- [Heart Bleed](#) which was a bug of the OpenSSL project.
- [Drupalgeddon 1](#) (October 2014)
- [Drupalgeddon 2](#) (March 2018)

If you’re familiar with the Panama Papers, the hack of the law offices was related to their not updating their Drupal site after a security notice.

There are also companies that offer assistance with updating for security vulnerabilities, teams like [Tag 1](#) specializes in this sort of thing. And there are the regular digital shops like [4 Kitchens](#) (who is a Texas local), [Acquia](#), [ItCon](#) (small agency), [Phase2](#) (larger firm doing Wordpress and Drupal), Promet Source and many others (the [Drupal GovCon sponsors](#) list gives you a wide assortment of these companies).

As someone who had a personal site hacked (it’s true, I forgot to patch a personal site in 2018), it really sucks when it happens, But hopefully you can recover easily from a back up that wasn’t corrupted or can reach out to the community for help. In my case, we just blew away the site, it was small, isolated and didn’t have any users to worry about. Larger sites are not that easy to remediate.

If you are interested in the Drupal project, you might look into the [Drupal Midwest summit](#). They’ll be sprinting on security issues, porting modules from Drupal 8 to 9 and deprecating Drupal 8 code among other things. This is a highly technical summit and a great learning experience for avid developers.

So, (b) (6) I'd suggest that you take a look at Drupal as well as other CMS, just understand that folks who say Open Source or Drupal specifically are not secure, they don't know what they're talking about or they're looking for a magical security unicorn that doesn't exist. No one can put up a site today and think it will last forever without maintenance. It's like a garden that way, if you don't weed and maintain, it's gonna get over run with weeds and bugs, your websites are not that different, just more technical and not as lovely to smell.

Feel free to ask me anything. If I don't know the answer, I bet I can find you the person who can answer your Drupal question.

(b) (6) (b) (6)  
Web Developer

**Official - Transitory**  
**UNCLASSIFIED**

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**From:** (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, July 26, 2019 2:39 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Recommendations on CMS for public website

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Website Administrator  
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**Subject:** Re: Recommendations on CMS for public website  
**From:** (b) (6) <(b) (6)> DIR.TEXAS.GOV>  
**Reply To:** (b) (6) <(b) (6)> DIR.TEXAS.GOV>  
**Date:** Mon, 29 Jul 2019 12:52:46 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (103 lines)

Thank you to everyone for taking time and providing your feedback. It has been invaluable! I will be taking each response into careful consideration.

Kindest regards,

(b) (6) CSM  
Website Administrator  
EIR Accessibility Coordinator  
P (b) (6)  
(b) (6) dir.texas.gov

-----Original Message-----

**From:** (b) (6) CIV (US) DeCA HQ OC <(b) (6)> DECA.MIL>  
**Sent:** Friday, July 26, 2019 3:17 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

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<<https://twitter.com/TexasDIR>> <<https://www.linkedin.com/company/1191778?trk=tyah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A1191778%2Cidx%3A2-1-2%2CtarId%3A1447170900981%2Ctas%3Atexas%20department%20of%20information%20>>  
<<https://www.youtube.com/channel/UCbIISRf9vfouEFAfBjjR7JA/feed>>

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Subject: website  
 From: (b) (7)(C), (b) (6) SCIS.DHS.GOV>  
 Reply To:  
 Date: Mon, 29 Jul 2019 13:02:36 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (6 kB) , text/html (13 kB)

Sorry - just catching up.

In case it helps alleviate security concerns, all of DHS and it's components agencies use Drupal for public websites. DHS manages the platform for all of us.

Of course, security isn't just about the CMS. The distribution network also matters, and DHS uses Akamai.

(b) (7)(C), (b) (6)

Deputy Chief, Digital Services Division  
 Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
 Office: (b) (7)(C), (b) (6)

On July 29, 2019 at 8:55:56 AM EDT, (b) (6)(6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV> wrote:

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P (b) (6)

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<<https://www.youtube.com/channel/UCblISRf9vfouEFAfBjjR7JA/feed>>

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**Subject:** Re: Recommendations on CMS for public website  
**From:** "Walker, Stephen" <Stephen.Walker4@VA.GOV>  
**Reply To:** Walker, Stephen  
**Date:** Mon, 29 Jul 2019 13:29:37 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (140 lines)

(b) (6)

I would like to add another recommendation for WordPress. The number of quality themes and plugins is substantial. You do need to be cautious with older, unsupported plugins and themes. I do know Wordpress.com is working to become FedRAMP authorized so if you looking for a low-cost hosting solution that would be an option (\$300 per year). This gives you a fairly secure platform as well since WordPress maintains the infrastructure with all the latest updates to the core and prevent questionable plugins that could harm their customer base. Other managed services are available but I am not sure if any of them are attempting to get FedRAMP authorization. Since WordPress has about 60% of the CMS market share (4.6% for Drupal) , it should be relatively easy to find good developers for custom themes and plugins if they are a requirement.

A couple of WordPress sites with a variety of themes and plugins in use

- Army Futures Command: <https://armyfuturescommand.com>
- DoD Cyber Exchange: <https://public.cyber.mil/>
- VAntage Point: <https://blogs.va.gov/VAntage> (currently being redesigned)
- White House: <https://www.whitehouse.gov>

CNN and a few other big sites are using the WordPress VIP service (<https://wpvip.com/>), but that is likely cost prohibitive .

Stephen Walker  
IT Strategic Communication (ITSC)  
Office of Information and Technology (OIT)  
Department of Veterans Affairs  
<https://www.oit.va.gov>

-----Original Message-----

From: (b) (6) <00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Monday, 29 July, 2019 8:53 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Thank you to everyone for taking time and providing your feedback. It has been invaluable! I will be taking each response into careful consideration.

Kindest regards,

(b) (6) CSM  
Website Administrator  
EIR Accessibility Coordinator  
P (b) (6)  
(b) (6) dir.texas.gov

-----Original Message-----

2/9/2021

From: (b) (6) CIV (US) DeCA HQ OC <(b) (6) DECA.MIL>  
Sent: Friday, July 26, 2019 3:17 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Drupal is currently our platform of choice for both our internal and external websites, and like most systems, keeping it regularly patched and updated is critical to ensure that it is secure. There are some weaknesses with Drupal (those patches and updates can wipe out config changes if you're not careful), but overall we've been pleased with the choice.

-----Original Message-----

From: (b) (6) [mailto:00000575d5bf601e-dmarc-request@LISTSERV.GSA.GOV]  
Sent: Friday, July 26, 2019 2:39 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Good afternoon,

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Subject: Re: Recommendations on CMS for public website  
 From: (b) (6) <(b) (6) STATE.GOV>  
 Reply To: (b) (6)  
 Date: Mon, 29 Jul 2019 13:31:42 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (10 kB) , text/html (31 kB) , image001.png (4 kB) , image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB)

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Acquia, Blackmesh (now Contegix), IBM and the usual suspects of Terramark and CGI (I've tried both and hated both, but that's me and maybe other folks have had better experiences).

I don't know everyone, but I wish there was an option for:

- <https://platform.sh/> they've got a roadmap for federal work, but they're looking at 5 years from now before they're ready AND
- Amazee.io <https://www.amazee.io/technology>

Lagoon looks pretty awesome. But I don't know any gov agency there yet. I know that CIO-USDA was using Kubernetes and Docker, but not sure if that was open shift or not. And I don't know if they're offering hosting services to other gov agencies. They'd be pretty solid as a stack if they are.

That's the best surface view I've got right now. I'm sure others can add to this.

(b) (6) (b) (6)  
Web Developer

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**UNCLASSIFIED**

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From: Fjeld, Shauna <Shauna.Fjeld@nrel.gov>  
 Sent: Monday, July 29, 2019 9:17 AM  
 To: (b) (6) <(b) (6) state.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Thanks for sharing the videos! Could you share what FedRamp approved options for managed care hosting are available for Drupal?

---

From: (b) (6) <0000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>  
 Reply-To: (b) (6) <(b) (6) STATE.GOV>  
 Date: Monday, July 29, 2019 at 7:04 AM  
 To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
 Subject: Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

Hi (b) (6) looks like you just missed [Drupal GovCon](#) just last week. But you can watch the videos from the event here:

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- [Day 2 videos](#)
- [Day 3 videos](#)
- [Webinars](#)

Open Source projects carry a stigma of "security flaws" but the opposite is actually true. Think of it this way. Would you rather wait for a security release of a proprietary system or would you like to have thousands of

eyes on the code? The [Drupal Security team](#) is amazing. And what you probably don't know, is that it's lead by a state university professor. That is...a government employee. We have security release windows on Wednesdays and you can check the modules covered by the security team simply by looking at the module's project page.

For a complete list of the current members of the Drupal Security team, there's an alphabetical list here: <https://security.drupal.org/team-members>. The page notes:

The security team is an all-volunteer group of individuals who work to improve the security of the Drupal project. Members of the team come from countries across 3 continents including residents of Austria, Belgium, Canada, Catalonia, England, France, Germany, Hungary, Ireland, Japan and USA. The team draws members from consultancies, Drupal service providers, and Drupal's end-users including non-profit, for-profit and education. The team was formalized in 2005 with a mailing list and has had 3 team leads in that time period.

I've been a user of Drupal since Drupal 5. So, I've been around a long time and seen my fair share of security issues. The big ones were:

- [Heart Bleed](#) which was a bug of the OpenSSL project.
- [Drupalgeddon 1](#) (October 2014)
- [Drupalgeddon 2](#) (March 2018)

If you're familiar with the Panama Papers, the hack of the law offices was related to their not updating their Drupal site after a security notice.

There are also companies that offer assistance with updating for security vulnerabilities, teams like [Tag 1](#) specializes in this sort of thing. And there are the regular digital shops like [4 Kitchens](#) (who is a Texas local), [Acquia](#), [ItCon](#) (small agency), [Phase2](#) (larger firm doing Wordpress and Drupal), Promet Source and many others (the [Drupal GovCon sponsors](#) list gives you a wide assortment of these companies).

As someone who had a personal site hacked (it's true, I forgot to patch a personal site in 2018), it really sucks when it happens, But hopefully you can recover easily from a back up that wasn't corrupted or can reach out to the community for help. In my case, we just blew away the site, it was small, isolated and didn't have any users to worry about. Larger sites are not that easy to remediate.

If you are interested in the Drupal project, you might look into the [Drupal Midwest summit](#). They'll be sprinting on security issues, porting modules from Drupal 8 to 9 and deprecating Drupal 8 code among other things. This is a highly technical summit and a great learning experience for avid developers.

So, (b) (6) I'd suggest that you take a look at Drupal as well as other CMS, just understand that folks who say Open Source or Drupal specifically are not secure, they don't know what they're talking about or they're looking for a magical security unicorn that doesn't exist. No one can put up a site today and think it will last forever without maintenance. It's like a garden that way, if you don't weed and maintain, it's gonna get over run with weeds and bugs, your websites are not that different, just more technical and not as lovely to smell.

Feel free to ask me anything. If I don't know the answer, I bet I can find you the person who can answer your Drupal question.

(b) (6) (b) (6)  
Web Developer

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**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

**From:** "(b) (6)" CIV USARMY HQDA ASA MRA (US)"  
<(b) (6)> civ@MAIL.MIL

**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)

**Date:** Mon, 29 Jul 2019 15:17:26 +0000

**Content-Type:** multipart/signed  
text/plain (12 kB) , text/html (39 kB) , image001.png (4 kB) ,

**Parts/Attachments:** image002.jpg (4 kB) , image003.jpg (4 kB) , image004.jpg (4 kB) , smime.p7s (5 kB)

We did a full product comparison. Eventually chose Adobe AEM over IBM SiteCore and several Drupal based.

AEM has a lot of great features, but it is NOT cheap.....

**From:** (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, July 29, 2019 9:32 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

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**Date:** Monday, July 29, 2019 at 7:04 AM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > " <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > >  
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- Day 3 videos < Caution-https://www.youtube.com/playlist?list=PLsGrHy\_ImfhRYN52FUnBp6NBaqsbXEH9a >
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 < Caution-<http://www.dir.texas.gov/> >  
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 < Caution-<https://twitter.com/TexasDIR> >  < Caution-<https://www.linkedin.com/company/1191778?trk=tvah&trkInfo=clickedVertical%3Acompany%2CclickedEntityId%3A1191778%2Cid%3A2-1->



**Subject:** Re: Recommendations on CMS for public website  
**From:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Reply To:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Date:** Mon, 29 Jul 2019 13:05:31 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (10 kB) , [text/html](#) (14 kB)

Stephen - do you have any more details on Wordpress and their progress with FedRAMP? It's an intriguing solution and that price sounds too good to be true. Indeed, I would be surprised if that plan is available as a FedRAMP offering.

There are vendors offering FedRAMP authorized CMS solutions like Drupal or Wordpress today - two I know of are [cloud.gov](#) and Project Hosts. They specialize in handling all the additional security controls as a service: <https://www.projecthosts.com/government/fedramp-compliant-websites/> There are probably more providers along the same lines; I haven't done an extensive search. Standard disclaimer: neither are an endorsement but provided as examples to use to further your own market research.

Speaking of [cloud.gov](#) - if anyone prefers government to government, be sure to give Federalist a look: <https://federalist.18f.gov/> It's a turnkey integration of several open source tools built on top of [cloud.gov](#). It's not as involved as the other solutions previously discussed since it uses GitHub for the CMS. It may not have all the features you are looking for - but then again if you have requirements that it can cover, it's lack of complexity could be a significant benefit vs. the more "full featured" solutions like Drupal or Wordpress. I stopped looking for Drupal or Wordpress solutions once I discovered Federalist and realized it met all of our requirements.

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Recommendations on CMS for public website  
**From:** "Walker, Stephen" <Stephen.Walker4@VA.GOV>  
**Reply To:** Walker, Stephen  
**Date:** Mon, 29 Jul 2019 17:14:44 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (11 kB) , [text/html](#) (19 kB)

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**From:** Eric Eskam - QT3KAB <eric.eskam@gsa.gov>  
**Sent:** Monday, 29 July, 2019 1:06 PM  
**To:** Walker, Stephen <Stephen.Walker4@va.gov>  
**Cc:** CONTENT-MANAGERS-L@listserv.gsa.gov  
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**From:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Reply To:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Date:** Mon, 29 Jul 2019 13:25:17 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (11 kB) , text/html (18 kB)

Thanks Stephen - if you do have success please be sure to report back!

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**Subject:** GovDelivery Connect  
**From:** "Kritt, Erica (CFPB)" <Erica.Kritt@CFPB.GOV>  
**Reply To:** Kritt, Erica (CFPB)  
**Date:** Tue, 30 Jul 2019 21:02:15 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1859 bytes) , [text/html](#) (5 kB)

Good evening everyone,

Does anyone have any experience using the GovDelivery Connect application or their new Targeted Messaging System (TMS) to integrate their Salesforce environment with GovDelivery?

If so, what was your experience with either of these products? Any lessons learned or suggestions for how to best integrate the two systems? Also, if you have any documentation either from GovDelivery or from your own agency that you wouldn't mind sharing that would be amazing.

Thanks,  
Erica

Erica Kritt  
Outreach & Engagement Specialist | Consumer Engagement  
Office: (202) 435-9430 | Mobile: (b) (6)  
Bureau of Consumer Financial Protection  
[consumerfinance.gov](http://consumerfinance.gov)

Confidentiality Notice: If you received this email by mistake, you should notify the sender of the mistake and delete the e-mail and any attachments. An inadvertent disclosure is not intended to waive any privileges.

---

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** [Drupal 8 at cloud.gov?](#)  
**From:** "Fagan, Susan" <Fagan.Susan@EPA.GOV>  
**Reply To:** Fagan, Susan  
**Date:** Wed, 31 Jul 2019 18:13:59 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1515 bytes) , [text/html](#) (4 kB)

Hi,  
If any Federal Agency is running a Drupal 8 on the cloud.gov platform, we'd love to talk to you and ask you some questions.  
You can email me directly.

Thanks  
Susan Fagan  
US EPA, Office of Mission Support, Office of Information Management  
Web Content Services Division (MC 2824T)  
Phone: 202-566-2021 Fax: 202-566-0711  
EPA Cell # (b) (6)

**CONFIDENTIAL COMMUNICATION**

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digest

Subject: Wishing our friends at ERS and NIFA the best  
 From: Gray Brooks <gray.brooks@GSA.GOV>  
 Reply To: Gray Brooks <gray.brooks@GSA.GOV>  
 Date: Thu, 1 Aug 2019 15:42:08 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (2363 bytes) , text/html (4 kB)

This forum has always felt like a home. We're all trying to help our agencies be their best online, a never ending task. It's wonderful to hear from and collaborate with all of you from across government. There's so many familiar 'faces' to this group, people who I feel like I've met even though we've never been in the same room or on a call together. I've just seen your posts on this forum over the years, but to the degree that collaboration here is how we better do our jobs - well, we've been coworkers for quite a while.

There's always hard aspects to public service, but I just wanted to reach out to any of our friends and colleagues who are at the Economic Research Service and National Institute of Food and Agriculture over at USDA and give you a big virtual hug and say that I'm thinking of you. I'm frustrated, hurt, and sad at what you and your coworkers are experiencing right now.

If you're in the DC area and want to meet up for coffee or a beer after work, let me know\*\*. In the meantime, take care and good luck.

Thank you all for what you do.

Gray B.

*(\*\*Or for that matter, I'm always happy to hop on a call or videochat)*

-----

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  "team": "TTS",
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    {
      "name": "US Government API listserve",
      "url": "https://bit.ly/apilistservedc"
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  ]
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Subject: UX/UI Designer Opening at DOJ (Pathways Recent Graduates Program)  
From: (b) (6), (b) (7)(C) <[redacted]@USDOJ.GOV>  
Reply To:  
Date: Thu, 1 Aug 2019 21:15:04 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3539 bytes) , text/html (5 kB)

Dear Colleagues,

Please see below and forward to any and all qualified candidates for consideration. Thank you.

The U.S. Department of Justice's [Environment and Natural Resources Division \(ENRD\)](#) is currently accepting applications to fill its [Visual Information Specialist \(Web Design\)](#) position. This is an excepted service appointment under the DOJ Pathways Recent Graduates Program. The incumbent serves as a User Experience/User Interface (UX/UI) Designer, utilizing human-centered design and research practices, to support end-user needs and foster continuous design improvements across all digital products and services.

**Vacancy Announcement:** <https://www.usajobs.gov/GetJob/ViewDetails/541054400>  
**Closing Date:** 08/08/2019

=====

This position is located in the Office of Information Management (OIM), Executive Office (EO), Environment and Natural Resources Division (ENRD), U.S. Department of Justice (DOJ). OIM provides innovative business process automation, data management, enterprise content management, software application, and creative/technical consultative services to ENRD leadership, attorneys, support staff, and other key stakeholders internal/external to the Division.

Are you interested in a rewarding and challenging career? Join the Environment and Natural Resources Division (ENRD), U.S. Department of Justice! ENRD has been ranked as the #1 Best Place to Work (Agency Subcomponent Category) in the Federal Government three times by the Partnership for Public Service and has consistently ranked as a top place to work based on OPM's comprehensive annual Federal Employee Viewpoint Survey.

Our offices are conveniently located adjacent to the NoMA-Gallaudet University (Red Line) Metro Station, a short walk from Union Station. ENRD's building was constructed in 2019; offices and shared spaces in the building are new, clean, well-equipped, and packed with amenities. A wide variety of restaurants, coffee shops, stores, entertainment venues, and other attractions are easily accessible to employees in the neighborhood. The rich, culturally-diverse NoMA neighborhood is one of the most up-and-coming neighborhoods in DC!

=====

--  
(b) (6), (b) (7)(C)  
Director, Office of Information Management  
Environment and Natural Resources Division  
U.S. Department of Justice  
(b) (6), (b) (7)(C) (b) (6), (b) (7)(C) [usdoj.gov](mailto:[redacted]@usdoj.gov)

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**Subject:** Re: Wishing our friends at ERS and NIFA the best  
**From:** "Wilcox, Lisa- ERS" <lisa.wilcox@USDA.GOV>  
**Reply To:** Wilcox, Lisa- ERS  
**Date:** Fri, 2 Aug 2019 14:37:28 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB)

Gray,  
 I hope you don't mind, but I shared your email with my fellow web services people here at ERS. Your email was touching and very much appreciated by folks here. You summed it up perfectly our feelings here too. We appreciate your kind words and thank you for thinking of us.

**Lisa G. Wilcox / Web Design Lead / Advanced Certified Scrum Master / Certified Scrum Master / Umbraco Certified Expert / COR Level I**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

**USDA ERS**  
 Office: 202-694-5574 / Fax: 202-245-4781  
 355 E. Street S.W.  
 Washington DC 20024-3221  
<https://www.usda.gov/>

**From:** Gray Brooks [mailto:gray.brooks@GSA.GOV]  
**Sent:** Thursday, August 1, 2019 3:42 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Wishing our friends at ERS and NIFA the best

This forum has always felt like a home. We're all trying to help our agencies be their best online, a never ending task. It's wonderful to hear from and collaborate with all of you from across government. There's so many familiar 'faces' to this group, people who I feel like I've met even though we've never been in the same room or on a call together. I've just seen your posts on this forum over the years, but to the degree that collaboration here is how we better do our jobs - well, we've been coworkers for quite a while.

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**Subject:** Re: Wishing our friends at ERS and NIFA the best  
**From:** (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
**Reply To:**  
**Date:** Fri, 2 Aug 2019 15:04:21 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (16 kB)

Thanks, Gray, for sending your note. I echo your thoughts.

Lisa, I hope you and your colleagues land on your feet. For all of us, I hope the agencies manage to recover and continue providing the excellent service they provide today.

For anyone not sure what this is all about, these two USDA agencies are moving from DC to Kansas City, but "about two-thirds of the USDA employees declined their reassignments, according to a tally the department released." For potential impacts of the move, here's a recent Washington Post article:

[https://www.washingtonpost.com/science/2019/07/18/many-usda-workers-quit-research-agencies-move-kansas-city-brain-drain-we-all-feared/?noredirect=on&utm\\_term=.44cca546ec3f](https://www.washingtonpost.com/science/2019/07/18/many-usda-workers-quit-research-agencies-move-kansas-city-brain-drain-we-all-feared/?noredirect=on&utm_term=.44cca546ec3f)

(b) (7)(C), (b) (6)

Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (7)(C), (b) (6) | (b) (7)(C), (b) (6)

---

**From:** Wilcox, Lisa- ERS <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, August 02, 2019 10:37 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Wishing our friends at ERS and NIFA the best

Gray,  
I hope you don't mind, but I shared your email with my fellow web services people here at ERS. Your email was touching and very much appreciated by folks here.  
You summed it up perfectly our feelings here too. We appreciate your kind words and thank you for thinking of us.

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[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

**USDA ERS**  
Office: 202-694-5574 / Fax: 202-245-4781  
355 E. Street S.W.  
Washington DC 20024-3221  
<https://www.usda.gov/>

**From:** Gray Brooks [<mailto:gray.brooks@GSA.GOV>]  
**Sent:** Thursday, August 1, 2019 3:42 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Wishing our friends at ERS and NIFA the best

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colleagues who are at the Economic Research Service and National Institute of Food and Agriculture over at USDA and give you a big virtual hug and say that I'm thinking of you. I'm frustrated, hurt, and sad at what you and your coworkers are experiencing right now.

If you're in the DC area and want to meet up for coffee or a beer after work, let me know\*\*. In the meantime, take care and good luck.

Thank you all for what you do.

Gray B.

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

**Subject:** The 2019 ICT Accessibility Testing Symposium: Perfecting Traditional Methods, Tackling Emerging Interface  
**From:** (b) (6) (b) (6) @STATE.GOV>  
**Reply To:** (b) (6)  
**Date:** Mon, 5 Aug 2019 15:29:28 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1924 bytes) , text/html (6 kB)

Of possible interest to this list:

## The 2019 ICT Accessibility Testing Symposium: Perfecting Traditional Methods, Tackling Emerging Interface

The fourth annual Information & Communications Technology (ICT) Accessibility Testing Symposium will include papers and presentations on the science and practice of testing, integration of testing within systems development lifecycles, and the management of testing teams.

For the accessibility testing professional: peer reviewed · published · open · interactive · original

**Wednesday & Thursday, October 1 & 2, 2019** (Workshops: Monday, September 30)  
Registration and Preliminary Program available Friday, July 19, 2019

<https://2019ict.org/>

(b) (6)

*IT Change Control Board Manager*

Sourcing Management Division

Bureau of Information Resource Management | U.S. Department of State

2025 E Street NW | NE 4<sup>th</sup> Floor 159A | Washington, D.C. 20522

**Email:** (b) (6) @state.gov

**Office:** (b) (6)

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**Subject:** Re: Wishing our friends at ERS and NIFA the best  
**From:** "Wilcox, Lisa- ERS" <lisa.wilcox@USDA.GOV>  
**Reply To:** Wilcox, Lisa- ERS  
**Date:** Thu, 8 Aug 2019 13:20:47 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (9 kB) , text/html (21 kB)

Thank you everyone for your kind words. It is very much appreciated here.

**Lisa G. Wilcox / Web Design Lead / Advanced Certified Scrum Master / Certified Scrum Master / Umbraco Certified Expert / COR Level I**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

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355 E. Street S.W.  
Washington DC 20024-3221  
<https://www.usda.gov/>

(b) (7)(C), (b) (6) [redacted] uscis.dhs.gov]

**Sent:** Friday, August 2, 2019 11:04 AM  
**To:** Wilcox, Lisa- ERS <lisa.wilcox@usda.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** RE: [CONTENT-MANAGERS-L] Wishing our friends at ERS and NIFA the best

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(b) (7)(C), (b) (6) [redacted]

Deputy Chief, Digital Services Division  
*Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services*  
Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

**From:** Wilcox, Lisa- ERS <000058688345e84-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Friday, August 02, 2019 10:37 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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355 E. Street S.W.

2/12/2021

333 E. Street S.W.  
Washington DC 20024-3221  
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**Sent:** Thursday, August 1, 2019 3:42 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** Seeking social media monitoring tools  
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Date:** Fri, 9 Aug 2019 09:42:11 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1378 bytes) , [text/html](#) (2124 bytes)

Happy Friday!

I'm looking to get more information on tools your teams use for social media monitoring. If you have any information on your experience, tools you use now or have in the past, or tools you've heard of with this functionality, please let me know.

Thanks in advance!  
Claire

--



**Claire Loxsom**  
USAGov Outreach  
Gen Administration, Technology Transformation Services  
M: (b) (6)  
[Partner with USAGov!](#)

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** Aug. 20 Event: Measure and Shape Your Agency's Messaging Using Analytics  
**From:** "Stevenson, Christine A." <Christine.Stevenson@SBA.GOV>  
**Reply To:** Stevenson, Christine A.  
**Date:** Mon, 12 Aug 2019 12:48:22 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (28 kB) , [image001.jpg](#) (4 kB)

Hi all,

Just wanted to share this upcoming Federal Communicators Network event on analytics in case anyone might be interested in attending. Hope you'll come join us on August 20!

Remote participation is available for those who aren't in the DC area or can't attend in person. On the [registration form](#) make sure to check the box next to "I am attending this event." This will open up the option to select in person or live stream attendance. And yes, the event will be recorded. If you register for the live stream attendance, you'll get an email with a link to the recording after the event.

Thanks,  
Christine Stevenson  
FCN 2019 Chair

If you haven't already, get registered today.  
[View this email in your browser](#)

# MEASURE AND SHAPE YOUR AGENCY'S MESSAGING USING ANALYTICS

Join us at our next Federal Communicators Network Event

It's not too late to register!

Discover how you can use analytics and data to inform your agency's communication strategy, shape messaging, measure impact and better communicate with target audiences. Please join the Partnership for Public Service and the Federal Communicators Network next week on **Tuesday, August 20** for a conversation with leading communications experts:

- Learn how Google Analytics can support your communications efforts.
- Hear case studies on effective analytics-based communications planning.
- Explore how to measure your analytics to determine your impact.
- Gain insights on how to develop data-driven tactics and messaging.

[RSVP NOW](#)

---

## PANELISTS

### **Maria Giannopoulos**

Civics Outreach

*Google*

### **Marietta Jelks**

Research Lead

Content and Public Engagement Division, USA.gov

*General Services Administration*

### **Steve Lewis**

Digital Strategist

FBI.gov and Internet Operations Unit

*Federal Bureau of Investigation*

### **Sam Orzechowski**

Public Affairs Coordinator

Food and Nutrition Service

*United States Department of Agriculture*

---

## EVENT DETAILS

Partnership for Public Service

1100 New York Ave NW

Suite 200 East

Washington, DC 20005

### **Tuesday, August 20**

8:30 a.m. Coffee and Networking

9:00 a.m. Special Presentation

9:30 a.m. Panel Discussion

10:15 a.m. Breakout Sessions

10:45 a.m. Adjourn

---

[REGISTER](#)



---

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**Our mailing address is:**

Partnership for Public Service  
1100 New York Ave NW  
Suite 200 East  
Washington, DC 20005

[ourpublicservice.org](http://ourpublicservice.org) | CFC #12110

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**Subject:** 2019 Annual Inter-Agency Accessibility Forum Announcement  
**From:** Section 508 <Section.508@GSA.GOV>  
**Reply To:** Section 508 <Section.508@GSA.GOV>  
**Date:** Tue, 13 Aug 2019 08:43:18 -0400  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (23 kB) , text/html (11 kB) , image001.jpg (23 kB) , image002.png (23 kB)



## **Dates:**

October 7-8, 2019

## **Time:**

9:00 A.M. to 5:00 P.M.

## **Location:**

Hubert H. Humphrey Building – U.S.  
Health and Human Services (HHS)  
Headquarters

200 Independence Avenue SW

Washington, DC 20201

## Why attend?

The Annual Inter-Agency Accessibility Forum (IAAF) focuses on accessibility as a business imperative to align the customer experience, website development, user experience (UX), and accessibility communities, supporting House of Representatives 5759 – 21st Century Integrated Digital Experience Act (21<sup>st</sup> Century IDEA), enacted by the 115th United States Congress.

IAAF is sponsored by the Federal Chief Information Officer Council (Federal CIO Council), Accessibility Community of Practice (ACOP) and hosted by the U.S. General Services Administration (GSA) and the U.S. Department Of Health And Human Services (HHS).

---

## Who should attend?

- . Contracting Officer's Representatives (CORs)
- . Customer Experience Officers
- . Web Developers
- . Acquisition Professionals

- . ACQUISITION PROFESSIONALS
  - . Accessibility Managers
  - . Electronic document authors
  - . Equal Employment Opportunity (EEO) personnel
  - . Hiring managers and supervisory staff
  - . Human Resources personnel
  - . IT acquisitions requiring officials
  - . IT system managers
  - . Program and project managers
  - . Section 508 coordinators
  - . Web content managers
  - . All federal personnel and contractors
- 

## Registration

Click [here](#) to register for IAAF.

If unable to process a registration via the Internet, please [email](#) us your name, phone numbers, and federal agency to register.

**This email notification was issued by IAAF.**

# Annual Inter-Agency Accessibility Forum

*Ensuring accessibility is a business imperative*

October 7-8, 2019



**Subject:** Writer/Editor job at Federal Student Aid (U.S. Department of Education)  
**From:** "Cameron, Cindy" <Cindy.Cameron@ED.GOV>  
**Reply To:** Cameron, Cindy  
**Date:** Wed, 14 Aug 2019 12:20:26 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2425 bytes) , [text/html](#) (4 kB)

The U.S. Department of Education's office of Federal Student Aid is looking for an outstanding writer/editor with experience in developing, writing, and editing informational content for web, social media, print, blogs, video scripts, fact sheets, and/or infographics. Someone who also has "owned" and managed projects will be a good candidate. Note: The job is in Washington DC--or, if we find the perfect candidate and they don't live in DC, they MUST be based in one of the cities where we have regional offices (Boston, New York, Philadelphia, Atlanta, Chicago, Dallas, Kansas City MO, Denver, San Francisco, and Seattle). Pay is equivalent to a GS-12, but without locality pay—this is an AD (administratively determined) position. Anyone who's genuinely interested should contact me at [cindy.cameron@ed.gov](mailto:cindy.cameron@ed.gov) as soon as possible, and I'll provide more info about the job and how to apply. For an idea of the type of content we produce, just browse our website: [StudentAid.gov](http://StudentAid.gov)

Thanks

Cindy Forbes Cameron  
Lead Communications Analyst  
Federal Student Aid  
US Department of Education

For students: [StudentAid.gov](http://StudentAid.gov)  
For counselors: [FinancialAidToolkit.ed.gov](http://FinancialAidToolkit.ed.gov)  
For everyone: 1-800-4-FED-AID

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**Subject:** Surveying our email subscribers (USAGov)  
**From:** Leilani Martinez - QXBA <leilani.martinez@GSA.GOV>  
**Reply To:** Leilani Martinez - QXBA <leilani.martinez@GSA.GOV>  
**Date:** Wed, 14 Aug 2019 08:23:57 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2181 bytes) , [text/html](#) (4 kB)

At USAGov, we were able to survey our email subscribers to learn more about their needs. We've learned a lot along the way so we've blogged (on [blog.usa.gov](http://blog.usa.gov)) about the process we went through to survey our subscribers and to share some preliminary findings. We're hoping this is helpful for others.

Here are the two posts we wrote about this effort:

1. [Asking more about our email audience: survey project process](#)
2. [Asking more about our email audience: survey project results](#)

If you would like to sign up to receive updates when we publish a new blog post about the work USAGov does, what we learn about our efforts, etc, feel free to subscribe to receive blog email updates (we send around 2 messages per month). You can subscribe directly from the blog or by visiting <https://connect.usa.gov/blog-email-sign-up-page>

Thanks,

Leilani

--

B. Leilani Martínez  
Director, Content and Outreach Division  
[USAGov](#) - "Your Guide to Government Information and Services"  
OCSIT/18F - U.S. General Services Administration  
202.557.9389 (phone)  
[www.usa.gov/explore](http://www.usa.gov/explore)

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**Subject:** User experience research SOW examples  
**From:** "Galbo, Joseph" <JGalbo@CPSC.GOV>  
**Reply To:** Galbo, Joseph  
**Date:** Wed, 14 Aug 2019 15:14:08 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1731 bytes) , [text/html](#) (3492 bytes)

Hey all,

Working on an SOW for a UX research project and I was wondering if anyone would be willing to share an example SOW that they thought was particularly awesome. We've never done UX research for our websites before, so this is new territory for the agency. Thanks so much!

Best,  
Joe

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**Subject:** Interesting podcast on the federal government's role in building Silicon Valley  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Thu, 15 Aug 2019 12:15:38 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (67 kB) , text/html (5 kB) , image001.jpg (67 kB)

“Silicon Valley has long been seen as the bread basket of commercial technology. But in this episode of our Project 38 podcast, author Margaret O'Mara describes how the federal government helped create that global technology engine and how its role continues today.”

Well worth a listen - [https://washingtontechnology.com/articles/2019/08/14/project-38-omara-and-silicon-valley.aspx?s=wtdaily\\_150819](https://washingtontechnology.com/articles/2019/08/14/project-38-omara-and-silicon-valley.aspx?s=wtdaily_150819)

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)



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**Subject:** Re: [External] [CONTENT-MANAGERS-L] User experience research  
SOW examples

**From:** (b) (6) <(b) (6)> HENNEPIN.US>

**Reply To:** (b) (6) <(b) (6)> HENNEPIN.US>

**Date:** Fri, 16 Aug 2019 18:25:11 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (3077 bytes) , text/html (7 kB)

Following!

(b) (6)  
Hennepin County  
Digital Service  
(b) (6)

---

**From:** Galbo, Joseph <000000b95b789205-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, August 14, 2019 10:14 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Hey all,

Working on an SOW for a UX research project and I was wondering if anyone would be willing to share an example SOW that they thought was particularly awesome. We've never done UX research for our websites before, so this is new territory for the agency. Thanks so much!

Best,  
Joe

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**Subject:** Re: [External] [CONTENT-MANAGERS-L] User experience research SOW examples  
**From:** "Sullivan, Madeline" <Madeline.Sullivan@ED.GOV>  
**Reply To:** Sullivan, Madeline  
**Date:** Fri, 16 Aug 2019 19:54:30 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB) , image003.jpg (13 kB)

Good afternoon,

If you haven't received any resources, this might be of support. (b) (6)

I was unfamiliar with the term UX Research; so, I looked it up. I came across a site on [Usability.Gov](https://www.usability.gov) that offers template and resources, including information for SOWs.

Be well!

Sincerely,  
Madeline

U.S. Department of Education  
 Office of Safe and Supportive Schools (OSSS)  
 400 Maryland Avenue, SW ~ 3E 332  
 Washington, DC 20202-6110

Phone: 202-453-6705 Fax: (202) 453-6742



<https://twitter.com/hashtag/schoolsafetyselfie?f=tweets&vertical=default&src=hash>

---

**From:** (b) (6) <(b) (6)@HENNEPIN.US>  
**Sent:** Friday, August 16, 2019 2:25 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Following!

(b) (6)  
 Hennepin County  
 Digital Service  
 (b) (6)

---

**From:** Galbo, Joseph <000000b95b789205-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, August 14, 2019 10:14 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Hey all,

Working on an SOW for a UX research project and I was wondering if anyone would be willing to share an example SOW that they thought was particularly awesome. We've never done UX research for our websites before, so this is new territory for the agency. Thanks so much!

Best,  
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**Subject:** Who Manages the U.S. Forest Service UAS Website  
**From:** "Orquina, Jessica A (FAA)" <Jessica.A.Orquina@FAA.GOV>  
**Reply To:** Orquina, Jessica A (FAA)  
**Date:** Fri, 16 Aug 2019 20:17:58 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1466 bytes) , [text/html](#) (3814 bytes)

Hi!

I'm trying to find who manages this page: <https://www.fs.fed.us/managing-land/fire/aviation/uas/responsible-use>. If it's you – or you know who it is please email me.

Thanks! Jess

**Jessica Ann Orquina**  
Senior Communications Specialist  
Executive Office, AUS-10  
UAS Integration Office  
FAA Aviation Safety (AVS)  
202-267-7493  
[jessica.a.orquina@faa.gov](mailto:jessica.a.orquina@faa.gov)  
[www.faa.gov/uas](http://www.faa.gov/uas)  
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**Subject:** Re: [External] [CONTENT-MANAGERS-L] User experience research SOW examples

**From:** "(b) (6)" <(b) (6)@CUYAHOGACOUNTY.US>

**Reply To:** "(b) (6)"

**Date:** Fri, 16 Aug 2019 20:32:27 +0000

**Content-Type:** multipart/mixed

**Parts/Attachments:** text/plain (5 kB) , text/html (9 kB) , RFP-Website-Accessibility-Compliance.pdf (2 MB)

I found the attached RFP last year.

(b) (6), Web & Applications Administrator  
 Cuyahoga County Department of Information Technology  
 2079 East 9th St., 6th Floor | Cleveland, OH 44115  
 (b) (6)

*Cuyahoga County: Together We Thrive*  
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**From:** (b) (6) <(b) (6)@HENNEPIN.US>

**Sent:** Friday, August 16, 2019 2:25 PM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

**Subject:** Re: [CONTENT-MANAGERS-L] [External] [CONTENT-MANAGERS-L] User experience research SOW examples

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100 N. Santa Rosa, Suite 120  
San Antonio, Texas 78207  
Voice (b) (6)

## **Request for Proposal For Website Accessibility Compliance**

**Release Date: October 1, 2018**

**Response Due: October 30, 2018 by 3:00 p.m. CST**

**Submission of Written Questions: October 1, 2018 – October 8, 2018, 5:00 p.m. CST**

**Procurement is open and subject to the availability of funds.**

**RFP links:**

[www.txsmartbuy.com/sp](http://www.txsmartbuy.com/sp)

[www.workforcesolutionsalamo.org/about-us/procurement](http://www.workforcesolutionsalamo.org/about-us/procurement)

*Workforce Solutions Alamo is an equal opportunity employer / program  
Auxiliary aids and services are available upon request for individuals within disabilities. Telephone  
access is available by dialing (TDD): 1-800-735-2989, Voice 1-800-735-2988 or 711.*

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## **PART 7.0 – FORMS & ATTACHMENTS**

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Attachment B - Proposal Narrative

Attachment C - Certification of Legal and Signatory Authority

Attachment D - Certification Regarding Lobbying, Debarment and Drug-Free Workplace

Attachment E - Certification of Non-Discrimination & Equal Opportunity

Attachment F - Certification Regarding Texas Corporate Franchise Tax

Attachment G - Certification Regarding State Assessment Certification

Attachment H - Certification Undocumented Worker Certification

Attachment I - Certification Regarding Conflict of Interest

Attachment J - References

Attachment K - Resumes and Certification of Historically Under-utilized Business, if applicable

## **PART 1.0 – GENERAL INFORMATION**

### **1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

Workforce Solutions Alamo (WSA) is seeking proposals from qualified individuals/organizations to perform Website Accessibility Compliance testing and develop a plan to update the Workforce Solutions' website to conform to the Revised Section 508 standards, and the W3C Web Content Accessibility Guidelines (WCAG) 2.0 Level AA. The guidelines under Section 508 of the Workforce Rehabilitation Act of 1973. Although ADA and Section 508 compliance are different, the published checklist for Section 508 compliance offers insight into ways to make websites accessible for people with disabilities, and thereby work toward ADA compliance.

Title III of the Americans with Disabilities Act (ADA) requires that businesses and nonprofit services providers make accessibility accommodations to enable the disabled public to access the same services as clients who are not disabled. This includes electronic media and web sites. Web developers should include ADA compliant features in the original site and application plans.

### **1.2 BACKGROUND**

#### **A. The Workforce Solutions Alamo**

The Alamo Workforce Development, Inc., d/b/a Workforce Solutions Alamo (WSA) is incorporated as a private, non-profit organization in the State of Texas and maintains a federal tax exemption status as a 501(c)3 organization. WSA is governed by a 25 member Board of Directors appointed by the Chief Elected Officials (CEOs) of the AWDA, which consists of the City of San Antonio and the 13 counties of Atascosa, Bandera, Bexar, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, McMullen, and Wilson.

The focal point of the local workforce delivery system is a network of one-stop career centers that provide convenient access to a broad array of programs and services funded by various state and federal sources and administered by the Board. More information regarding these programs and services can be gained by visiting the Board website. Additional information regarding governing rules, regulations, and laws pertaining to the operations of one-stop centers and delivery of these services is available from the Texas Workforce Commission (TWC).

- Workforce Innovation & Opportunity Act (WIOA) Program for Youth, Adults and Dislocated Workers;
- Temporary Assistance to Needy Families (TANF)/Choices;
- Non-Custodial Parent Choices (NCP);
- Supplemental Nutrition Assistance Program Employment and Training (SNAP E&T);
- Trade Adjustment Assistance (TAA);
- Employment Services (ES), including services of WorkinTexas.com (WIT);

#### **B. Board Mission**

Working to strengthen the Alamo regional economy by growing and connecting talent pipelines to employers.

### 1.3 ELIGIBLE PROPOSERS

Organizations possessing the capacity and demonstrated ability to perform successfully under the terms and conditions of a contract with WSA may respond to this RFP. Eligible firms or independent agents include public entities, community-based organizations, faith-based organizations, non-profit organizations, private for-profit corporations, and other qualified providers. Minority, disadvantaged, veteran and/or women-owned businesses are encouraged to respond to this RFP.

Entities that are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any federal department or agency are not eligible to respond to this RFP or receive a contract.

### 1.4 SERVICES SOLICITED

WSA is seeking for a respondent to provide Website Accessibility Compliance testing and develop a plan to include the guidelines and requirements under the four (4) standard categories:

- a. **Perceivable Category** – to ensure that WSA media is usable by all, have the ability to add captions to videos without losing the meaning or coherence of the content, images and text are readable, per the Website Content Accessibility Guideline WCAG Compliance to include:
  - **Text Alternatives:** provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.
  - **Time-based Media:** provide alternatives for time-based media
  - **Adaptable:** create content that can be presented in different ways such as a simpler layout, without losing information or structure.
  - **Distinguishable:** make it easier for users to see and hear content including separating foreground from background.
- b. **Operable Category** – guidelines to ensure the functionality of your website does not create problems for users.
  - Having a website that can be navigated with a keyboard by making all functionality available from a keyboard.
  - Making sure moving sections can be paused if a user needs more time by providing the users enough time to read and use the content.
  - Ensuring pages and sections are clearly labeled so users can determine where on the website they are to help users navigate and find the content.
- c. **Understandable Category** – is designed to ensure that web pages feature logical functionality and language that mandate the following guidelines:
  - That the language of the page should be programmatically identifiable, readable and understandable.
  - Navigation is consistent across the website so that it appears and operates in a predictable way.
  - Areas of the website that require user input (like contract forms) have ample instructions included to help users avoid and correct mistakes.

- d. Robust Category – the most technical guideline that is needed to ensure:
- That a website’s code is robust enough to help assistive readers understand the code needed to follow current web standards, such as HTML tags that are universally recognized by browsers.
  - That the code should properly validate that all tags that open should be closed to ensure the assistive reader can properly understand and render the content.
- e. Specific technologies, as well as general information for successful Web Content Accessibility Guidelines (WCAG) needed require coverage of a wide range of recommendations for making Web content more accessible and accommodating to people with disabilities such as blindness and low vision, deafness and hearing loss, limited movement, speech disabilities, photosensitivity, and learning and cognitive limitations to include:
- Website Accessibility Testing – WCAG 2.0, 2CAG 2.1 & Section 508
  - Mobile Accessibility Testing – Native iOS & Android Apps, Responsive Websites, Mobile Web, and Hybrid Apps
  - PDF Accessibility Testing & Repair – PDF, Word, PowerPoint, or InDesign Documents
  - Website Accessibility Training – WCAG Testing, Section 508 Testing, Mobile Accessibility, PDF Accessibility, JAWS Testing, etc.
  - Accessibility Consulting – ADA Website Compliance, Section 508 Compliance, Governance, Planning, Vendor Management, etc.
  - Manual Web Accessibility Testing: A 1<sup>st</sup> Pass web accessibility testing conducted by 4 auditors, including end-users with disabilities and a senior applications developer, utilizing: Screen Readers, Magnifiers, Color Contrast Analyzers, Speech to Text/Text to Speech, Alternative Keyboard Devices, etc.
  - Automated Web Accessibility Testing for the World Wide Web Consortium’s (W3C).
  - Website accessibility testing using the industry’s leading HTML validator. (According to the U.S. Government and the W3C: “Web accessibility evaluation tools cannot determine accessibility, they can only assist in doing so.”)
  - Recommendations for web accessibility tools, plugins, and assistive technologies based on our specific platform and development requirements.
  - Dedicated WCAG Technical Support: Support and troubleshooting assistance from a dedicated WCAG testing expert.
  - ADA Website Compliance Documentation:
  - Letter of Retention
  - VPAT (Voluntary Product Accessibility Template)
  - GPAT (Government Product Accessibility Template)
  - Website Accessibility Statement
  - Statement of WCAG Compliance
  - Vendor Management Forms
- f. One Year Warranty: Required in case WSA experiences an accessibility issue on a previously audited content within a year of project completion, requires troubleshooting the issue at no additional charge.

The vendor shall submit a comprehensive written proposal that addresses all of the elements in the RFP.

## **SELECTION PROCESS**

### **Project Timeline**

WSA is proposing to contract with a qualified and experienced vendor as soon as the

evaluation and selection process is completed. The proposals submitted in response to this RFP should outline milestones. Each of the milestones may include deliverables which may be tied to negotiable pre-approved payments.

1. Master Timeline and Budget -the vendor will submit a timeline and Budget outlining activity schedule for approval.
2. Develop and submit a plan for approval considering items described previously in the Scope of Services section of this RFP:
3. Kickoff Meeting within first 10 days.
4. Weekly Progress Report (written and/or in person): The selected vendor will meet on a weekly basis or as needed with WSA staff and provide current status of the project, significant accomplishments and any problems and recommended solutions.
5. Final Product: WSA expects the website to meet compliance and accessibility by the end of the contract period. In addition, all final files and codes developed will be submitted to WSA including a flash drive and/or uploaded to I-Cloud containing all installation or source files for training, tutorials and proper documentation to maintain the website is required.
6. Provide technical assistance as directed by WSA for a mutually agreed upon period of time up to one (1) year after the completion and additional support hours on an as-needed/project basis.

### **1.5 AUTHORITY**

All contracts awarded as a result of this RFP must fully comply with applicable federal, state and local laws, rules, regulations and policies. WSA’s policies and plans are available upon request. Proposers are expected and presumed to be knowledgeable of all applicable federal, state and local laws, rules, regulations, and policies.

### **1.6 PROCUREMENT STANDARD**

It is the policy of WSA to conduct procurement in a manner that provides for full and open competition. An award will be made only to an organization possessing the qualifications and demonstrated ability to perform successfully under the terms and conditions of a contract. The services solicited under this RFP are procured under the Competitive Proposal Method outlined in Chapter 14 of the WSA Financial Manual for Grants and Contracts (FMGC).

### **1.7 FUNDING**

Funding for WSA operations and programs is provided primarily by the Texas Workforce Commission (TWC) under the Workforce Innovation and Opportunity Act (WIOA) and other federal programs.

### **1.8 SUBCONTRACTING**

Any subcontracting must be specified in the proposal narrative and approval must be granted by the WSA Board prior to the execution of any contract resulting from this RFP. All subcontracting is subject to applicable federal, state and local laws, rules, regulations and policies. If a bidder proposes to subcontract any of the services and activities to be provided, the bidder must indicate which services and activities will be subcontracted and the rationale behind using subcontractors instead of providing the services directly. The bidder must also describe how subcontractors were (or will be) procured and selected, their

qualifications, as well as the basis for payments. Subcontractors are subject to the same requirements as the bidder under this RFP and resultant contract.

## **1.9 LEGAL CONCERNS**

Proposers must disclose whether there are any legal judgments, claims, arbitration proceedings, or suits pending or outstanding against the organization or its officers. If applicable, this information should be submitted.

## **PART 2.0—CONTRACT INFORMATION**

### **2.1 AWARD**

The actual amount of a contract award will be based on the proposed budget, availability of funds, and the standards for the use of public funds (i.e. all costs must be reasonable and necessary to carry out the planned functions, allowable, and allocable to the proper grant/cost categories.) The proposal most advantageous to WSA in terms of quality and cost will be recommended for contract negotiations.

### **2.2 CONTRACT PERIOD**

The initial contract period for the successful firm will begin the date of the award and ending September 30, 2019. WSA may opt to extend the term of a contract for up to one (1) one-year period. Any contract extension shall be at the sole discretion of WSA and shall be based upon WSA's evaluation of Contractor's performance and compliance under the terms and conditions of the contract.

### **2.3 REASSIGNMENT**

In the event a contractor fails to perform as required, WSA reserves the right to terminate a contract early with a failing or non-compliant contractor and assign a contract in whole or in part to another successfully performing contractor(s) obtained through this procurement, subject to successful contract negotiations.

### **2.4 INSURANCE**

The Contractor will be required to maintain insurance coverage for the period of the contract. Contractor must obtain insurance adequate to cover Contractor's employees and against personal and bodily injury and property damage. The following minimum insurance coverage and limitations will be required;

- General liability insurance for personal injury and bodily injury and property damage to a third party. The required minimum coverage shall be \$500,000 per occurrence or \$1,000,000 aggregate.

The Contractor will be required to submit proof of insurance. A statement of assurance to that effect must be included in your transmittal letter and Statement of Work response.

## **PART 3.0—GOVERNING PROVISIONS AND LIMITATIONS**

Failure to comply with any of the following provisions may cause a proposal to be disqualified and rejected from consideration.

1. Proposal, if accepted, will become the basis for the contract scope of work.
2. Proposers must submit a comprehensive proposal for all services solicited. Any proposal that is not comprehensive will be deemed non-responsive.

3. A response to this RFP does not commit WSA to a purchase agreement or contract, or to pay any costs incurred in the preparation of such a response.
4. The only purpose of this RFP is to ensure uniform information in the solicitation of proposals for the procurement of the website accessibility compliance services. This RFP is not to be construed as a purchase agreement, contract or as a commitment of any kind; nor does it commit WSA to pay for costs incurred prior to the execution of a formal contract unless such costs are specifically authorized in writing by WSA.
5. WSA reserves the right to accept or reject any or all proposals received, to cancel or reissue this RFP in part, or its entirety.
6. WSA reserves the right to award a contract(s) for any services solicited in this RFP in any quantity WSA determines is in its best interests.
7. WSA reserves the right to extend, shorten, increase or decrease any contract awarded as a result of this RFP.
8. WSA reserves the right to request additional information, clarification of or explanation for any aspect of a response to this RFP.
9. WSA reserves the right to waive any defect in this procurement process or to correct any error(s) and/or make changes to this solicitation it deems necessary. WSA will provide notifications of any changes in this RFP to all respondents recorded in the WSA official distribution log and receipts record as having requested or received a copy of this RFP.
10. WSA reserves the right to negotiate the final terms of any and all contracts or agreements with selected proposers and any such terms negotiated as a result of this RFP may be renegotiated and/or amended in order to successfully meet the needs of the Alamo Area.
11. WSA reserves the right to contact any individual, agency, employer or granting agencies listed in a proposal, contact others who may have experience and/or knowledge of the respondent's relevant performance and/or qualifications; and to request additional information from any and all proposers.
12. WSA reserves the right to withdraw or reduce the amount of an award or to cancel any contract or agreement resulting from this RFP if adequate funding is not received by WSA from TWC or other funding sources or due to legislative changes.
13. Proposers shall not, under penalty of law, offer or provide any gratuities, favors or anything of monetary value to any officer, board member, employee, proposal evaluator, or agent of WSA or elected official for purposes of having an influencing effect on this procurement.
14. Proposers shall not attempt in any manner to advocate for, lobby or otherwise attempt to influence any officer, board member, employee, proposal evaluator, or agent of WSA or elected official for purposes of having an influencing effect on this procurement.
15. No officer, board member, employee, proposal evaluator, or agent of WSA shall participate in the selection, award or administration of a contract supported by workforce development funds if a conflict of interest, or potential conflict, is involved.
16. Proposers shall not engage in any activity that will restrict or eliminate competition. Violation of this provision will cause the proposal to be disqualified and rejected. This does not preclude joint ventures or subcontracts.
17. The contents of a successful proposal will become a contractual obligation if selected for the award of a contract. Failure of a proposer to accept this obligation may result in cancellation of an award. No plea of error or mistake shall be available to successful proposer as a basis for release from proposed services at the stated price/cost. Any damages accruing to WSA as a result of a successful proposer's failure to contract with WSA may be recovered from the proposer.
18. A contract with a selected proposer may be withheld, at the sole discretion of WSA, if issues of contract or questions of non-compliance, questioned/disallowed costs, audit/monitoring findings

or legal issues exist, until such issues are satisfactorily resolved. WSA may withdraw the award of a contract if the resolution is not satisfactory to WSA.

19. The solicitation and selection of proposals must conform to all relevant federal, state, and local laws, regulations, rules, and policies governing the procurement of goods and services. Proposers are responsible for familiarizing themselves with such matters.
20. WSA is exempt by law from paying State Sales Tax and Federal Excise Tax.
21. Private for-profit corporations submitting a proposal must include a statement signed by an authorized representative of the corporation authorizing submission of a proposal.
22. The proposer must be current in Unemployment Insurance taxes, Payday and Child Labor law monetary obligations, and Proprietary School fees and assessments payable to the State of Texas and has no outstanding Unemployment Insurance overpayment balance payable to the State of Texas.
23. The proposer certifies that the business entity is not ineligible pursuant to Texas Family Code Section 231.006 to receive the grant and acknowledges that any grant award resulting from this RFP may be terminated and payment may be withheld if this certification is inaccurate. If a board member, corporate officer, individual, or controlling officer of the awardees fiscal agent is more than 30 days in arrears in payment of an obligation of child support, the awardee acknowledges that payments under the grant award resulting from this RFP may be suspended and/or the contract cancelled.

## **PART 4.0 - SUBMISSION INFORMATION**

### **4.1 RESPONSE DEADLINE**

All proposals must be officially received and recorded by WSA no later than **October 30, 2018 by 3:00 p.m. CST in order to be considered.** Official receipt of proposals submitted will be by entry on a proposal receipt log. A receipt form will be issued upon request. Respondents who mail a proposal will be sent a copy of the receipt form upon request. Proposals may be hand-delivered prior to the stated deadline between 8:00 a.m. and 5:00 p.m. Monday through Friday or mailed to the following address:

**Workforce Solutions Alamo  
100 N. Santa Rosa, Suite 120  
San Antonio, Texas 78207**

**RE: Website Accessibility Compliance**

**ATTN: (b) (6), Procurement Specialist**

Proposals submitted by mail, courier or overnight mail services must be received at the above address by the deadline (regardless of postmark or date shipped). **Proposals received after the due date and time will not be accepted or considered under this procurement. No exceptions will be made to this requirement for any reason.** The timely delivery of proposals is the sole responsibility of the respondent. Faxed or e-mailed proposals will not be accepted.

Modifications or amendments to a proposal must comply with the requirements and response deadline. A respondent may withdraw a proposal at any time during the procurement process by submitting a written request to (b) (6), Procurement Specialist, WSA, 100 N. Santa Rosa, Suite 120, San Antonio, Texas 78207.

**4.2 PROCUREMENT SCHEDULE\***

<b>RFP Issue Date</b>	October 1, 2018
<b>Deadline for Questions</b>	October 8, 2018 @5:00 p.m.
<b>Q&amp;A posted on Website and ESBD</b>	October 10, 2018
<b>Response Deadline</b>	October 30, 2018 by 3:00 p.m. CST
<b>Submission Address</b>	Workforce Solutions Alamo 100 N. Santa Rosa, Suite 120 San Antonio, Texas 78207 RE: RFP Website Accessibility Compliance ATTN: (b) (6), Procurement Specialist
<b>Contract Start Date</b>	Approximately November 2018
<b>Technical Assistance</b> <b>Deborah Campos-Leon, Procurement Specialist</b> <b>E-mail:</b> <b>contractsandprocurement@wsalamo.org</b>	Requests for technical assistance may be submitted by mail at the above address or by email until October 8, 2018

*\* Dates are subject to change. Entities requesting a copy of the RFP will be notified in writing of any changes in the procurement schedule.*

**4.3 TECHNICAL ASSISTANCE QUESTIONS**

- A. WSA will accept questions submitted via mail or electronic mail no later than close of business, October 8, 2018.
- B. An Addendum to the RFP, to include all questions received via email will be available on WSA’s website and at the Electronic State Business Daily (ESBD) website.
- C. No other representative of WSA is allowed to accept or respond to questions related to this solicitation other than:

(b) (6), Procurement Specialist  
Workforce Solutions Alamo  
100 N. Santa Rosa, Suite 120  
San Antonio, TX 78207  
[contractsandprocurement@wsalamo.org](mailto:contractsandprocurement@wsalamo.org)

- D. Other than written questions submitted to WSA prior to the deadline for such questions as specified in the RFP, potential respondents are prohibited from making contact with WSA staff or Board of Directors at any time during this procurement process regarding the RFP, the evaluation process, recommendation and/or award of contracts, or to gain any other information that could provide a competitive advantage of one respondent over another. **Violations of this prohibition will result in the automatic disqualification of the offending proposer.**
- E. Other than as specified above, all members of the WSA Board, WSA staff, individuals that have reviewed the RFP prior to its release, authorized representatives, agents, or partners of WSA are precluded from entertaining or answering questions concerning this RFP or the procurement process.

#### **4.4 AVAILABILITY OF RFP**

The RFP will be posted on WSA’s website and the Electronic State Business Daily (ESBD) website. At the request of the proposer, the Proposer may contact Deborah Campos-Leon at the above e-mail beginning October 1, 2018. The RFP is also available at the above address from 8:00 a.m. thru 5:00 p.m., Monday through Friday (except for holidays). Any interested party that receives this RFP by means other than directly from WSA is responsible for notifying WSA that it has received an RFP package so that if an addenda is issued to this RFP, the information can be provided to such party.

#### **4.5 PROPRIETARY INFORMATION AND THE TEXAS PUBLIC INFORMATION ACT**

Proposer is hereby notified that WSA strictly adheres to all statutes, court decisions and the opinions of the Texas Attorney General with respect to disclosure of public information. WSA may seek to protect from disclosure all information submitted in response to this RFP until such time as a final agreement is executed. Upon execution of a final agreement, WSA will consider all information, documentation, and other materials requested to be submitted in response to this RFP to be of a non-confidential and non-proprietary nature and, therefore, subject to public disclosure under Chapter 552.001. Proposer will be advised of a request for public information that applies to their materials and will have the opportunity to raise any objections to disclosure to the Texas Attorney General. Certain information that may be protected from release are noted in Sections 552.101, 552.110, 552.113 and 552.131 of the Government Code.

### **PART 5.0 – PROPOSAL RESPONSE REQUIREMENTS**

Proposals will become the property of WSA and will not be returned.

#### **5.1 PROPOSAL FORMAT**

- A. Proposals must be typed, single-spaced, and submitted on 8 ½ x 11-inch plain white paper.
- B. Please do not use less than a 12-point font.
- C. Each page of the proposal, with the exception of the coversheet, must be sequentially numbered, including attachments.
- D. Proposals must contain all required elements in the order prescribed.
- E. Proposals that do not conform to this requirement will be considered non-responsive and excluded from consideration under this procurement.

#### **5.2 NUMBER OF COPIES**

- A. Proposers must submit one (1) original with all executed (i.e. original signatures) forms and certificates, plus one (1) exact copy, and one (1) electronic copy of your proposal on flash drive for evaluation purposes. Copies may be submitted in a three-ring binder. Any proposal lacking the required copy will be ruled unresponsive and will not be considered under this procurement. Any differences between the original and the electronic copy are at the liability of the respondent.
- B. The original proposal must be clearly marked “Original” on the Cover Sheet and bear original signatures.

#### **5.3 PAGE LIMITATION**

Although no page limitation is included within this RFP, respondents are requested to be clear and concise with all responses. Please avoid repetitive language, as appropriate.

#### **5.4 ORDER OF PROPOSAL CONTENT**

Proposals following the format below, must be clearly labeled in the exact order shown below. Compile the proposal in the following order:

- Attachment A - Cover Sheet
- Attachment B - Proposal Narrative
- Attachment C - Certification of Legal and Signatory Authority
- Attachment D - Certification Regarding Lobbying, Debarment and Drug-Free Workplace
- Attachment E - Certification of Non-Discrimination & Equal Opportunity
- Attachment F - Certification Regarding Texas Corporate Franchise Tax
- Attachment G - Certification Regarding State Assessment Certification
- Attachment H - Certification Undocumented Worker Certification
- Attachment I - Certification Regarding Conflict of Interest
- Attachment J - References
- Attachment K - Resumes and Certification of Historically Under-utilized Business, if applicable

#### **5.5 COVER SHEET**

Each proposal must be accompanied by a complete proposal Cover Sheet. Respondents must designate a contact person responsible for all communications concerning the proposal and notification of award. Respondents must also designate a person with documented signatory authority and for contract negotiations.

#### **5.6 PROPOSAL VALIDITY PERIOD**

Each proposal will remain valid for WSA's acceptance for a minimum of one hundred twenty (120) days after the submittal deadline, to allow for evaluation, selection and Board action.

#### **5.7 PROPOSAL NARRATIVE**

Specifications should be considered minimum requirements. Addendum items may be inserted into the solicitation specifications should they arise during the solicitation process, which will be made available to all respondents in writing.

In the order specified below, please provide a written response to each of the following questions. Be sure to cover all important points and, at the same time, be as concise as possible. (Note: points will be deducted for questions not answered.)

##### Service Approach

1. Describe the specific website accessibility compliance services your firm proposes to provide to meet the requirements of the RFP. (Note: The specific services should address and demonstrate your understanding of the type of services requested.)
2. Describe your operating approach and method of performance in providing this type of services to non-profit, public organizations.
3. Describe the specific resources your firm will dedicate to this contract and your ability to perform website accessibility compliance, as described in this RFP, in a timely manner. Describe your firm's ability to perform work assignments within tight timeframes.

4. **Include a detailed outline and timeline for the completion of specific milestones for the work requested and implementation of the key project deliverables.**
5. Describe your firm's current staffing and their related expertise/credentials. Does your firm intend to subcontract any work out to other individuals or firms? If your response is YES, please specify what work would be subcontracted, the reasons for subcontracting, and to whom. And if work is subcontracted, does your firm have the ability to procure additional services from other vendors using a competitive process (e.g., obtaining a minimum of three quotes)? And does your subcontract documents allow for including specific contract provisions required by our Board and funding agency?

## **SECTION A – PROPOSER'S QUALIFICATIONS**

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Identify the responsible person(s) from your firm that will be assuming the lead role(s) in this contract. Resumes for each individual should be included, and specific relevant experience should be indicated as well as their respective credentials. Other staff assisting in the contract should also be identified.

### Proposer's Profile

Provide a clear description of each of the following:

1. Organizational type, size, and whether local, regional, or national in scope of operations.
2. Location of business headquarters, location of office that would provide services to the Board and the number of professional staff by staff level at that office or any office which would provide services.
3. Range of services performed by the office, e.g.
4. Demonstrate that your firm is financially stable and capable of managing an account of this size.
5. Disclose and describe all publicly recorded legal actions stemming from performance of professional responsibilities in which the team member assigned to this project have been named;
6. Describe the outcome of all actions or declare the status if litigation is pending.

## **SECTION B - DEMONSTRATED PERFORMANCE**

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Describe most recent experiences in providing outreach services similar to type requested.

1. Describe your firm's experience working with non-profit, public organizations.
2. Describe your prior experience in planning and executing a comprehensive website accessibility compliance, with particular emphasis on non-profit, public organizations.
3. List the experience that key personnel have as a web developer and experience in the type of work that the RFP entails.
4. If a member of your team that is depended upon to perform a significant portion of the work on this contract can no longer performed the work, how would you handle the change and notify the Board of the change in key assignments?

## **SECTION C – REFERENCE AND PAST EXPERIENCE**

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Provide a minimum of three (3) references for website accessibility compliance services performed in the last 5 years, including the names, addresses, and telephone numbers of client officials. Do not include the Board as a reference. Please complete **Attachment J of the RFP**.

## **SECTION D – COST**

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Please provide cost information for the billing of the website accessibility compliance testing and implementation:

1. Outline the cost for providing the services as presented in the RFP.
2. Provide an outline of a la carte costs and fees for future change, including, but not limited to unexpected maintenance, additional support hours and technology updates.

## **SECTION E – HISTORICALLY UNDERUTILIZED BUSINESS**

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A "Historically Underutilized Business" is an entity with its principal place of business in Texas, and is at least 51% owned by an Asian Pacific American, Black American, Hispanic American, Native American and/or American woman who reside in Texas and has a proportionate interest and demonstrate active participation in the control, operations and management of the entity's affairs.

1. Five bonus points will be awarded to responsive proposals submitted by a HUB certified by the Texas Comptroller of Public Accounts, or other bona fide certifying agency. HUBs must identify their certifying agency on the cover sheet, and attach a copy of the notice of certification to be eligible for points awarded under this section. Certifications that are expired or do not meet the criteria specified shall not be considered for the five additional points.

## **PART 6.0 – PROPOSAL REVIEW AND SELECTION PROCESS**

### **6.1 EVALUATION PROCESS**

The evaluation process will consist of:

- A. An initial review of responsiveness and compliance with the technical specifications and other criteria specified in the RFP by WSA staff.
- B. All responsive proposals will be evaluated and scored by an internal team of reviewers, independent evaluators or a combination of both to evaluate and rank proposals.
- C. Proposals will be evaluated on specific criteria by reviewers using a standardized instrument.
- D. Presentation of scoring and recommendations to the CEO.
- E. Selected proposers might be required to provide an oral presentation with a designated committee of the Board of Directors, and/or the Board of Directors.

### **6.2 PROPOSAL EVALUATION CRITERIA**

Proposers must achieve an overall score of at least **70 points (70%)** to be considered for the award of funds. The review and evaluation of proposals shall be based upon the following criteria:

#### **A. QUALIFICATIONS, KNOWLEDGE, & EXPERIENCE**

#### **VALUE 40 POINTS**

This criterion examines the qualifications, knowledge and skills of the respondent which have been derived from actual work experiences including a minimum of five (5) years of relevant prior experience providing similar services. Respondent's experience should also include knowledge and understanding of ADA compliance requirements.

**B. DEMONSTRATED ABILITY/EFFECTIVENESS**

**VALUE 40 POINTS**

This criterion is a measure of the respondent’s proven ability to perform the services requested. Points will be awarded based on: (1) the firm’s proven track record in providing same or similar services as those requested in this RFP, (2) the respondent’s operating approach and method for delivering such services, and (3) the technical resources available and designated for this contract.

**C. REFERENCE/PAST EXPERIENCE**

**VALUE 10 POINTS**

The references/past experiences will be evaluated in terms of the amount of experience in providing similar services. A minimum of three (3) references of active clients for website accessibility compliance must be provided. The active clients must be current customers at the time of response submission and must be three distinct customers.

**D. COSTS**

**VALUE 10 POINTS**

This criterion will determine if costs submitted are reasonable and necessary to perform the proposed services. The Board will consider a cost structure that best serves the Board, in terms of flexibility in pricing and consistency with similar professional fees for website accessibility compliance services.

**E. HISTORICAL UNDERUTILIZED BUSINESS/BONUS**

**VALUE 5 POINTS**

Proposals that document HUB status will be awarded five bonus points. HUBs must attach a copy of the notice of certification to be eligible for points awarded under this section.

**TOTAL POSSIBLE POINTS**

**105 points**

**6.3 ACCEPTANCE OF EVALUATION METHODOLOGY**

By submitting a proposal, Proposer acknowledges:

- Proposer’s acceptance of the Proposal Evaluation Process
- The criteria for selection
- Proposer’s recognition that some subjective judgments must be made by WSA and the independent evaluators during the RFP process.

**6.4 DISPUTE RESOLUTION**

WSA is the responsible authority for handling complaints or protests regarding the procurement and proposal selection process. This includes, but is not limited to, disputes, claims, protests of selection or non-selection for award, or other matters of a contractual or procurement nature. Matters concerning violation of laws shall be referred to such authority as may have proper jurisdiction.

All proposers will be notified in writing of the final results of the procurement process within three (3) business days of the decision of the Board of Directors. WSA has established the following process for handling appeals of any procurement decisions:

*Step 1 – Written Notice of Appeal:* Proposers not selected by this procurement process may appeal the decision by submitting a written Notice of Appeal to WSA within 10 business days from date of the announcement of the Board’s decision. This written notice must clearly state that it is an appeal and identify (1) the solicitation decision being appealed; (2) the specific grounds of the appeal, including a description of any alleged acts or omissions by WSA that forms the basis for the appeal; (3) any written information the appealing party believes relevant to the grant award; (4) the basis for the appealing party

interest in the grant award; and (5) the name, address, phone and fax number (if available) of the appealing party(ies). The Notice of Appeal must be addressed to and as follows:

(b) (6)

Workforce Solutions Alamo  
100 N. Santa Rosa, Suite 120  
San Antonio, Texas 78207  
Dated Material Enclosed

**Facsimile or email shall not be accepted at any stage of the appeals process.** Written acknowledgement of receipt of the Notice of Appeal will be provided to the appealing party within three (3) business days of receipt of the Notice of Appeal. Such acknowledgement will include specific instructions for completing the appeals process and the date, time and place of the next step, the **Informal Hearing**.

**The filing of an appeal within the specified time frame and in the manner required is a non-waivable requirement. There is no relief accorded to appellants for not filing within the published deadlines or following instructions.**

*Step 2 – Informal Hearing:* An Informal Hearing will be held at the offices of WSA within 15 business days of the receipt of the Notice of Appeal. The Chief Executive Officer of WSA shall act as the Hearing Officer, and will meet with the appealing party to discuss their concerns and the specific grounds of the appeal. Materials provided in the Informal Hearing will include a blank copy of the evaluation instrument used by the independent evaluators, a spreadsheet of the scoring results and/or rankings provided to the Board, and the scoring results and/or ranking of the appellant’s bid.

The Hearing Officer may recommend to the WSA Board of Directors any appropriate actions allowable under applicable rules and regulations and consistent with agency policies to resolve issues raised at the Informal Hearing. If the appealing party agrees, the appeal may be ended at this point.

*Step 3 – Request for a Formal Hearing:* If the appealing party is not satisfied with the results of the Informal Hearing, they must inform the Hearing Officer, in writing, no later than three (3) business days from the date of the Informal Hearing of intent to proceed with the appeal. Request for Formal Appeal must state the specific grounds for the appeal and the remedy(ies) requested. Within 10 business days of the receipt of this written request, the Hearing Officer will respond, in writing, to inform the appealing party of the time, date and place of Step 4, the **Formal Hearing**.

*Step 4 – Formal Hearing:* The Formal Hearing shall be conducted within 30 calendar days of the date of the Request for Formal Hearing, or sooner if possible. An independent hearing officer selected by WSA will conduct the Formal Hearing of the appeal. The Hearing Officer will deal only with those issues identified in the Request for Formal Hearing. The Hearing Officer will consider the facts presented as the grounds for the appeal and remedies requested. The Hearing Officer may request additional information from WSA staff or the appealing party. After full review, the Hearing Officer will issue his/her decision not later than 15 business days after the Formal Hearing.

Should the Hearing Officer’s determination result in a different outcome for the bidder, such recommendation shall be presented to the Board for consideration and possible action at its next scheduled meeting. The Board is **NOT** obligated to accept the Hearing Officer’s determination and/or recommendations. The Board’s decision shall be the final decision and end the appeals process at the local level.

If the Hearing Officer's determination does not result in a different outcome to the appellant, such information need not be presented to the Board and the appellant shall be informed in writing of the determination of the Hearing Officer. In such cases, the Hearing Officer's decision shall be the final decision and end the appeals process at the local level.

In all instances, information regarding a protest/dispute will be disclosed to TWC. TWC's Integrated Complaints, Hearings and Appeals process is outlined in 40 TAC §§823, et.seq., and the TWC's Financial Manual for Grants and Contracts provide for limited appeals of any local decisions. TWC will not accept a protest or appeal until all administrative remedies at the local level have been exhausted. Commission appeal review is limited to:

- Violations of federal law and regulations
- Violations of the Board's protest/dispute procedures or failure to review a protest or dispute
- Violations of State or local laws shall be under the jurisdiction of State or local authorities

*Request for Debriefing:* A request for a debriefing may be submitted within 15 calendar days of the receipt of notification of the procurement decision by any unsuccessful bidder **not filing an appeal**. The purpose of the debriefing is to promote the exchange of information, explain the procurement process, including proposal evaluation process, and help unsuccessful bidders understand why they were not selected. Debriefings serve an important educational function for proposers, which hopefully will help them to improve the quality of any future proposals. WSA will acknowledge receipt of the request for debriefing in writing within 10 business days of receipt, along with the time, date and place of the scheduled debriefing. The debriefing shall be scheduled as soon as possible but no later than 30 calendar days from the receipt of the Request for Debriefing.



**ATTACHMENT A  
COVER SHEET**

Bidder's Name	
Legal Name	
Mailing Address	
City, State, Zip	
Physical Address (if different)	
Contact Person	
Contact Person phone/Email	
Federal Employer ID #	
Type of Organization	<input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Ownership <input type="checkbox"/> Private for-profit <input type="checkbox"/> Private non-profit <input type="checkbox"/> Other (describe)
HUB	<input type="checkbox"/> YES <input type="checkbox"/> NO <b>**Attach a copy of current certification.</b>
Authorized Representative-Contact Information	Name: _____ Phone: _____ E-mail: _____
Signature and Date	

**ATTACHMENT B**

**PROPOSAL NARRATIVE-FOLLOW SECTION A**

**ATTACHMENT C**  
**CERTIFICATION OF LEGAL AND SIGNATORY AUTHORITY**

I, \_\_\_\_\_ (typed or printed name) certify that I am the \_\_\_\_\_ (typed or printed title) of the eligible entity named as bidder and respondent herein, and I am legally authorized to sign and submit this proposal to Workforce Solutions Alamo (WSA) on behalf of said organization by authority of its governing body.

I certify that \_\_\_\_\_ (typed or printed name) who signed the cover sheet of this proposal has the legal authority to enter into and execute a contract with WSA to provide the services and activities authorized and detailed in this proposal. I agree to submit upon request by WSA such information and documentation as may be necessary to verify the certification contained herein.

I further certify that the information contained in this proposal and all attachments is true and correct. I certify that no officer, employee, board member, or authorized agent of WSA has assisted in the preparation of this proposal. I acknowledge that I have read and understand the requirement and provisions of this RFP and that this organization will comply with all applicable federal, state, and local laws, rules, regulations, polices and directives in the implementation of this proposal. I certify that I have reach and understand the governing provisions, limitations and administrative requirements of this RFP and will comply with all terms and conditions.

---

Name of Organization

---

Signature of Authorized Representative

Date

---

Typed/Printed Name and Title of Authorized Representative

**ATTACHMENT )**  
**CERTIFICATONS REGARDING LOBBYING, DEBARMENT, SUSPENSION**  
**AND OTHER RESPONSIBILITY MATTERS, AND DRUG-FREE WORKPLACE REQUIREMENTS**

**Lobbying:** This certification is required by the Federal Regulations, implementing Section 1352 of the Program Fraud and Civil Remedies Acts, Title 31 U.S. Code, for the Department of Agriculture (7 CFR part 3018), Department of Labor (20 CFR Part 93), Department of Education (34 CFR Part 82), Department of Health and Human Services (45 CFR Part 93).

The undersigned contractor states that:

No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of Congress, or any employee of a Member of Congress in connection with the awarding of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan or cooperative agreement.

If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions.

The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

\* \* \* \* \*

**Debarment, Suspension and Other Responsibility Matters:** This certification is required by the Federal Regulations implementing Executive Order 12549, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), and Department of Health and Human Services (45 CFR Part 76).

The undersigned contractor certifies that it or its principals:

Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency

Have not within a three-year period preceding this proposal been convicted or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;  
Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph 2 of this certification; and

Have not within a three-year period preceding this contract had one or more public transactions (federal, state, or local) terminated for cause or default.

Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

\* \* \* \* \*

**Drug-Free Workplace:** This certification is required by the Federal Regulations, implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701; for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR parts 85, 668 and 682) and Department of Health and Human Services (45 CFR Part 76).

The undersigned contractor certifies that it shall provide a drug-free workplace by:

Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the work place and specifying the actions that will be taken against employees for violation of such prohibition.

Establishing an on-going drug-free awareness program to inform employees of the dangers of drugs in the workplace, the Contractor’s policy of maintaining a drug-free workplace, the availability of drug counseling, rehabilitation, and employee assistance programs; and the penalties that may be imposed on employees for drug abuse violations occurring in the workplace.

Providing each employee with a copy of the Contractor’s policy statement.

Notifying the employees in the Contractor’s policy statement that, as a condition of employment under the grant, employees will abide by the terms of the policy statement and notifying the Contractor in writing within five (5) days after any conviction for a violation by the employee of a criminal drug statute in the workplace.

Notifying the grantor agency, Workforce Solutions Alamo in writing, within ten (10) calendar days of the Contractor’s receipt of a notice of conviction of an employee.

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

These certifications are a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction.

\_\_\_\_\_  
Name of Applicant/Organization

\_\_\_\_\_  
Name and Title of Authorized Representative

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

**ATTACHMENT -  
Certification Regarding Implementation of the Non-Discrimination & Equal Opportunity  
Provisions and the Workforce Innovation and Opportunity Act (WIOA)**

As a condition to the award of financial assistance from the Department of Labor (DOL) under Title I of the Workforce Innovation and Opportunity Act (WIOA), the bidder assures that it will comply fully with the nondiscrimination and equal opportunity provisions of the following laws:

Section 188 prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIOA Title I—financially assisted program or activity;

Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the bases of race, color and national origin;

Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;

The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and

Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

The bidder also assures that it will comply with 29 CFR part 38 and all other regulations implementing the laws listed above. This assurance applies to the bidder's operation of the WIOA Title I-financially assisted program or activity, and to all agreements the grant applicant makes to carry out the WIOA Title I-financially assisted program or activity. The bidder understands that the United States has the right to seek judicial enforcement of this assurance.

Applicant's signature below indicates organization is agreeing to comply fully with the assurance and certifications as part of its responsibilities as a successful contractor.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name and Title of Authorized Representative

**ATTACHMENT 7  
TEXAS CORPORATE FRANCHISE TAX CERTIFICATION**

---

Pursuant to Article 2.45, Texas Business Corporation Act, state agencies may not contract with for-profit corporations that are delinquent in making state franchise tax payments. The following certification that the corporation making this contract is current in its franchise taxes must be signed by the individual authorized on Form 2031, Corporate Board of Directors Resolution, to sign the contract for the corporation.

---

**The undersigned certifies that the following statement is true and correct and that the undersigned understands making a false statement will prevent Workforce Solutions Alamo from contracting with the proposing organization.**

Indicate the certification that applies to your corporation by checking the appropriate box:

- The corporation is a for-profit corporation and certifies that it is not delinquent in its franchise tax payments to the State of Texas.
  
- The corporation is a non-profit corporation or is otherwise not subject to payment of franchise taxes to the State of Texas for the following reason(s):

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- Not applicable. Applicant is not a corporation.

---

Signature of Authorized Representative

---

Name of Applicant's Organization

---

Name and Title of Authorized Representative

---

Date

**ATTACHMENT G  
STATE ASSESSMENT CERTIFICATION**

---

Applicant must certify that they are current in all Unemployment Insurance taxes, Payday and Child Labor Law monetary obligations, and Proprietary School fees and assessments payable to the State of Texas. Applicants must also certify that they have not outstanding Unemployment Insurance overpayment balances due to the State of Texas.

---

The undersigned authorized representative of the Applicant certifies that the following statements are true and correct and that the undersigned understands that making a false statement will prevent Workforce Solutions Alamo from contracting with the organization.

The corporation certifies, by checking the boxes below, that:

- It is current in Unemployment Insurance taxes, Payday and Child Labor Law monetary obligations, and Proprietary School fees and assessments payable to the State of Texas.
  
- It has no outstanding Unemployment Insurance overpayment balance payable to the State of Texas.

---

Signature of Authorized Representative

---

Name of Applicant's Organization

---

Name and Title of Authorized Representative

---

Date

**ATTACHMENT =  
UNDOCUMENTED WORKER CERTIFICATION**

Effective September 1, 2007, HB 1196 amended Subtitle F, Title 10, of the Texas Government Code to add Subsection 2264. Chapter 2264 directs public agencies, state or local taxing jurisdictions, and economic development corporations (public entities) to require that any business submitting an application to receive public subsidies include in the application a statement certifying that the business, or branch, division or department of the business does not and will not knowingly employ an undocumented worker.

In the event that a business grantee is found in violation of 8U.S.C. subsection 1324a(f), consistent with the requirements of Texas Government Code subsection 2264, Boards are permitted to bring a civil action to recover any amounts owed, as well as court costs and reasonable attorney's fees.

Penalties incurred by business grantees shall be assessed damages at a rate of 20% of contract award. Said damages shall be made payable to Workforce Solutions Alamo within 120 days of receiving the notice of violation.

**DEFINITION OF TERMS**

Public Subsidy – is broadly defined Texas Government Code §2264.001 (3) as a public program or public benefit or assistance of any type that is designed to stimulate the economic development of a corporation, industry, or sector of the state's economy or to create or retain jobs in Texas. The term includes, among other things, bonds, grants, loans, loan guarantees, benefits relating to an enterprise or empowerment zone, infrastructure development and improvements designed to principally benefit a single business or defined group of businesses, and matching funds. The Commission's Office of General Counsel has found that HB 1196 does not apply to the acquisition of goods and services.

Undocumented Worker – is defined as an individual who, at the time of employment, is not lawfully admitted for permanent residence in the United States, or is not authorized under law to be employed in that manner in the United States. CERTIFICATION Contractor certifies that no undocumented workers will be employed during the execution of this contract. By the signature indicated below, the contractor verifies their understanding of the terms and conditions of this requirement.

**CERTIFICATION**

Name of Individual or Organization submitting application:

\_\_\_\_\_

Name and Title of Authorized Signatory:

\_\_\_\_\_

Signature of Authorized Representative:

\_\_\_\_\_

Date: \_\_\_\_\_

**ATTACHMENT @  
CERTIFICATE REGARDING CONFLICT OF INTEREST**

By signature of this Certificate, Applicant covenants and affirms that:

- 1) No manager, employee or paid consultant of the Applicant is a member of the Policy Board, the Executive Director, or an employee of Workforce Solutions Alamo (WSA);
- 2) No manager or paid consultant of the Applicant is married to a member of the Policy Board, the Executive Director, or an employee of WSA;
- 3) No member of the Policy Board, the Executive Director or an employee of WSA owns or controls more than a 10 percent share in the Applicant's organization;
- 4) No spouse of a member of the Policy Board, Executive Director, or employee of WSA receives compensation from Applicant for lobbying activities as defined in Chapter 305 of the Texas Government Code;
- 5) Applicant has disclosed within the proposal response any interest, fact or circumstance which does or may present a potential conflict of interest;
- 6) Should Applicant fail to abide by the foregoing covenants and affirmations regarding conflict of interest, Applicant shall not be entitled to the recovery of any costs or expenses incurred in relations to any contract with WSA and shall immediately refund to WSA any fees or expenses that may have been paid under the contact and shall further be liable for any others costs incurred or damages sustained by WSA relating to that contract.

Name of Individual or Organization submitting application:

---

Name and Title of Authorized Signatory:

---

Signature of Authorized Representative:

---

Date:

---

**ATTACHMENT K  
REFERENCES FORM**

**DEMONSTRATED ABILITY/REFERENCES**

**Failure to provide and include the following information with your response by the submission date may result in disqualification from further consideration for an award resulting from this solicitation. Each reference will be contacted for evaluation purposes. Any reference that does not respond in the allotted time provided by Workforce Solutions Alamo will result in a score of zero.**

**REFERENCE #1:**

Company Name	
Contact Name	
Address, City, State, Zip	
Phone Number	
Fax Number	
E-Mail Address	
Types of Services Provided	
Contract Term (To/From) Dates	

**REFERENCE #2:**

Company Name	
Contact Name	
Address, City, State, Zip	
Phone Number	
Fax Number	
E-Mail Address	
Types of Services Provided	
Contract Term (To/From) Dates	

**REFERENCE #3:**

Company Name	
Contact Name	
Address, City, State, Zip	
Phone Number	
Fax Number	
E-Mail Address	
Types of Services Provided	
Contract Term (To/From) Dates	

**ATTACHMENT K  
RESUMES AND OTHER RESPONSE INFORMATION**

Resume(s)

Certification(s)  
(if applicable)

Historically Underutilized Business  
(if applicable)

**Subject:** Re: [External] [CONTENT-MANAGERS-L] User experience research SOW examples  
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>  
**Reply To:** Erville, Kathleen (CFPB)  
**Date:** Fri, 16 Aug 2019 20:43:28 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (6 kB) , text/html (15 kB) , image001.jpg (7 kB)

I seem to recall at a conference some time ago someone from NIST presented on a framework for baking usability into all software development SOWs – Sorry, but I cannot find anything in my files, but thought I'd mention it in case this rings a bell for anyone

kme

**From:** Sullivan, Madeline [mailto:000003a0140ad0a3-dmarc-request@LISTSERV.GSA.GOV]  
**Sent:** Friday, August 16, 2019 3:55 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Good afternoon,

If you haven't received any resources, this might be of support.

I was unfamiliar with the term UX Research; so, I looked it up. I came across a site on [Usability.Gov](http://Usability.Gov) that offers template and resources, including information for SOWs.

Be well!

Sincerely,  
 Madeline

U.S. Department of Education  
 Office of Safe and Supportive Schools (OSSS)  
 400 Maryland Avenue, SW ~ 3E 332  
 Washington, DC 20202-6110

Phone: 202-453-6705 Fax: (202) 453-6742



<https://twitter.com/hashtag/schoolsafetyselfie?f=tweets&vertical=default&src=hash>

**From:** (b) (6) <(b) (6)@HENNEPIN.US>  
**Sent:** Friday, August 16, 2019 2:25 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Following!

(b) (6)  
Hennepin County  
Digital Service  
(b) (6)

---

**From:** Galbo, Joseph <[000000b95b789205-dmarc-request@LISTSERV.GSA.GOV](mailto:000000b95b789205-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Wednesday, August 14, 2019 10:14 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [External] [CONTENT-MANAGERS-L] User experience research SOW examples

Hey all,

Working on an SOW for a UX research project and I was wondering if anyone would be willing to share an example SOW that they thought was particularly awesome. We've never done UX research for our websites before, so this is new territory for the agency. Thanks so much!

Best,  
Joe

\*\*\*\*\*!!! Unless otherwise stated, any views or opinions expressed in this e-mail (and any attachments) are solely those of the author and do not necessarily represent those of the U.S. Consumer Product Safety Commission. Copies of product recall and product safety information can be sent to you automatically via Internet e-mail, as they are released by CPSC. To subscribe or unsubscribe to this service go to the following web page: <http://www.cpsc.gov/en/Newsroom/Subscribe> \*\*\*\*\*!!!

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit:  
<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to [listserv@listserv.gsa.gov](mailto:listserv@listserv.gsa.gov)  
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest  
\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

\*\*\*CAUTION: This email was sent from outside of Hennepin County. Unless you recognize the sender and know the content, do not click links or open attachments.\*\*\*

---

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content-managers-l

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Content Manager Forum | Digital.gov | Home | About | Contact | Privacy Policy | Terms of Service | 1/11/2021

**Subject:** Tracking e-mail metrics  
**From:** "Imlay, Bonnie" <Bonnie.Imlay@FDA.HHS.GOV>  
**Reply To:** Imlay, Bonnie  
**Date:** Mon, 19 Aug 2019 16:40:36 +0000  
**Content-Type:** multipart/related  
text/plain (24 kB) , text/html (7 kB) , image001.png (24 kB) ,  
**Parts/Attachments:** image002.jpg (24 kB) , image003.jpg (24 kB) , image004.jpg (24 kB) ,  
image005.jpg (24 kB) , image006.jpg (24 kB)

Hi,

Has anyone faced the need for your **internal communications** to track e-mail opens (from outlook)? If so, how have you done it? The tools exist off the shelf (HubSpot, Mailchimp, Pardo) but I am guessing that the ISSOs will never approve something like this. We're an office of 5,000 people geographically dispersed and we need to measure if/how our campaigns are working. Any other ideas (besides tracking link clicks to intranet or SharePoint links from the emails)?

Thank you!

Regards,

**Bonnie Imlay**

*Branch Director, Web and Digital Media*

Office of Regulatory Affairs  
Office of Communications and Project Management  
U.S. Food and Drug Administration  
Tel: 301-796-8412

Mobile: (b) (6)  
[Email: bonnie.imlay@fda.hhs.gov](mailto:bonnie.imlay@fda.hhs.gov)



---

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<http://www.digit.gov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1

**Subject:** Re: Tracking e-mail metrics  
**From:** "Smith, Stanley (Federal)" <SSmith4@DOC.GOV>  
**Reply To:** Smith, Stanley (Federal)  
**Date:** Mon, 19 Aug 2019 19:41:27 +0000  
**Content-Type:** multipart/related  
text/plain (5 kB) , text/html (12 kB) , image001.png (24 kB) ,  
**Parts/Attachments:** image002.jpg (24 kB) , image003.jpg (24 kB) , image004.jpg (24 kB) ,  
image005.jpg (24 kB) , image006.jpg (24 kB)

Hey Bonnie,

Your best bet for a simple way to do this could be to embed a small 1x1 image. You can even tie it to Google Analytics. This article has some helpful information on how to do that: <https://htmlemail.io/blog/google-analytics-email-tracking>

Only potential pitfall with this approach is some email clients won't download images by default, unless from a trusted source.

Can't really speak to any security implications, but AFAIK it should be ok.

Thank you,  
Stan Smith  
Office of Enterprise Solutions and Services  
Office of the Chief Information Officer  
U.S. Department of Commerce  
Phone: 202-482-4746  
[SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

**From:** "Imlay, Bonnie" <000004d40d50d37d-dmarc-request@LISTSERV.GSA.GOV>  
**Reply-To:** "Imlay, Bonnie" <Bonnie.Imlay@FDA.HHS.GOV>  
**Date:** Monday, August 19, 2019 at 2:54 PM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Tracking e-mail metrics

Hi,

Has anyone faced the need for your **internal communications** to track e-mail opens (from outlook)? If so, how have you done it? The tools exist off the shelf (HubSpot, Mailchimp, Pardo) but I am guessing that the ISSOs will never approve something like this. We're an office of 5,000 people geographically dispersed and we need to measure if/how our campaigns are working. Any other ideas (besides tracking link clicks to intranet or SharePoint links from the emails)?

Thank you!

Regards,

**Bonnie Imlay**  
*Branch Director, Web and Digital Media*

Office of Regulatory Affairs  
Office of Communications and Project Management  
U.S. Food and Drug Administration  
Tel: 301-796-8412

Mobile: (b) (6)  
Email: [bonnie.imlay@fda.hhs.gov](mailto:bonnie.imlay@fda.hhs.gov)

**Subject:** SOW for GovDelivery  
**From:** "Stevenson, Christine A." <Christine.Stevenson@SBA.GOV>  
**Reply To:** Stevenson, Christine A.  
**Date:** Tue, 20 Aug 2019 13:45:33 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1306 bytes) , [text/html](#) (14 kB)

Hi all,

If anyone has an SOW for GovDelivery/Granicus that they're willing to share, please email me directly.

Thanks in advance,  
Christine

Christine Stevenson  
Communications Program Liaison  
Office of Communications & Public Liaison  
U.S. Small Business Administration  
Office: 202-205-6315  
Mobile: (b) (6)  
[christine.stevenson@sba.gov](mailto:christine.stevenson@sba.gov)

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---

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read:

**Subject:** Re: SOW for GovDelivery  
**From:** (b) (6) (b) (6) DUPAGECO.ORG>  
**Reply To:** (b) (6)  
**Date:** Tue, 20 Aug 2019 14:44:38 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (17 kB)

You can find ours on our meeting portal. Search for GovDelivery – we purchased it before they combined with Granicus. Be careful because at first they had a clause that said the data was theirs if the contract ended.

<http://dupage.iqm2.com>

BTW – our IQM2 product was also purchased by Granicus... not sure what you'll find in there if you search for Granicus – I'm not involved in that aspect.

-----  
(b) (6)  
Web Services Manager  
DuPage County  
630-407-5051  
630-407-5001 (fax)  
(b) (6) [dupageco.org](http://dupageco.org)  
<http://www.dupageco.org>

-----  
(b) (6)  
Web Services Manager  
DuPage County  
(b) (6)  
(b) (6) (fax)  
(b) (6) [@dupageco.org](mailto:@dupageco.org)  
<http://www.dupageco.org>

---

**From:** Stevenson, Christine A. <0000059f3b84093b-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, August 20, 2019 8:46 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] SOW for GovDelivery

Hi all,

If anyone has an SOW for GovDelivery/Granicus that they're willing to share, please email me directly.

Thanks in advance,  
Christine

Christine Stevenson  
Communications Program Liaison  
Office of Communications & Public Liaison  
U.S. Small Business Administration  
Office: 202-205-6315  
Mobile: (b) (6)  
[christine.stevenson@sba.gov](mailto:christine.stevenson@sba.gov)

[cristine.stevenson@sba.gov](mailto:cristine.stevenson@sba.gov)

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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This message was sent to the Web Content Managers Forum, a community of government employees who

Subject: Tomorrow 8/21: Zoom Webinar for LinkedIn Content Strategy Tips  
 From: (b) (6) - QXE-C <(b) (6)@GSA.GOV>  
 Reply To: (b) (6) - QXE-C <(b) (6)@GSA.GOV>  
 Date: Tue, 20 Aug 2019 11:32:52 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (2451 bytes) , text/html (7 kB)

Good Morning Content Manager Members!

Does your agency's LinkedIn content strategy need an update? Have you been successful in gaining followers? Hear some tips and best practices from (b) (6) of LinkedIn's Marketing Solutions Government & Advocacy team, on how to improve your agency's use of content to maximize engagement with your core audience.

**What:** [SocialGov Talks: Tips for LinkedIn Content Strategy with \(b\) \(6\)](#)

**When:** Wednesday, August 21, 2019 2:00 PM – 3:00 PM ET

**Where:** Zoom Webinar

[Register now!](#)

If you have questions for (b) (6) please [email](#) them in advance as we may not have time for a live Q&A.

Thanks!

(b) (6)  
 DigitalGov University (DGU) Support  
[DigitalGov](#)  
 U.S. General Services Administration (GSA)  
 Technology Transformation Service (TTS)  
 Office of Products & Programs  
 (b) (6)@gsa.gov  
 (b) (6)



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The message should have NO SUBJECT. and the only text in the message should read: set content-managers-l

**Subject:** Register for A Deep Dive Into the Guide to the Paperwork Reduction Act

**From:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Reply To:** (b) (6) - QXE-C <(b) (6)@GSA.GOV>

**Date:** Wed, 21 Aug 2019 10:51:35 -0400

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (2395 bytes) , text/html (10 kB)

Hi all,

[A Guide to the Paperwork Reduction Act](#) just came out in June. But how did the OIRA team break down the complexity around this complicated requirement and get a product launched in just a few months?

Join the OIRA team and Digital.gov on **August 28 at 11 am ET** to learn about [A Guide to the Paperwork Reduction Act](#) (PRA), which just launched in June!

In this talk, we'll cover how the PRA guide came about and explore the methods that the team used to get a product launched in just a few months. We'll also be taking questions.

**This event is for federal employees only.** [Register here!](#)

--  
 (b) (6)  
 DigitalGov University (DGU) Support  
[DigitalGov](#)  
 U.S. General Services Administration (GSA)  
 Technology Transformation Service (TTS)  
 Office of Products & Programs  
 (b) (6) [@gsa.gov](mailto:(b) (6)@gsa.gov)  
 (b) (6)



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[Medium](#), [Facebook](#), [Twitter](#), [YouTube](#), [Subscribe](#)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

**Subject:** Re: Tracking e-mail metrics  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Wed, 21 Aug 2019 17:51:16 +0000  
**Content-Type:** multipart/related  
text/plain (7 kB) , text/html (19 kB) , image007.png (7 kB) ,  
**Parts/Attachments:** image001.png (24 kB) , image002.jpg (24 kB) , image003.jpg (24 kB) ,  
image004.jpg (24 kB) , image005.jpg (24 kB) , image006.jpg (24 kB)

Hi Bonnie,

Here is a friend from the past 😊 Long time no see... Have you talked your Outlook/Exchange server admin? Exchange admin center (EAC) has Message Trace (which used to be Delivery Reports) on the server at the admin level access. I believe you can track messages sent by the mailbox, or sent to the mailbox. Depending on your needs and details, this may be the fastest and simplest path. See some details below:

- <https://docs.microsoft.com/en-us/exchange/mail-flow/transport-logs/delivery-reports?view=exchserver-2019>
- <https://docs.microsoft.com/en-us/exchange/mail-flow/transport-logs/track-messages-with-delivery-reports?view=exchserver-2019>
- <https://docs.microsoft.com/en-us/exchange/monitoring/what-happened-to-delivery-reports-in-office-365>
- <https://practical365.com/exchange-server/tracking-read-email-messages-exchange-server/>

Yalcin

**M. Yalçın SERT**, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
Sr Web Solutions Architect | Customer Experience Office  
Federal Student Aid



---

**From:** Smith, Stanley (Federal) <000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, August 19, 2019 3:41 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Tracking e-mail metrics

Hey Bonnie,

Your best bet for a simple way to do this could be to embed a small 1x1 image. You can even tie it to Google Analytics. This article has some helpful information on how to do that: <https://htmlemail.io/blog/google-analytics-email-tracking>

Only potential pitfall with this approach is some email clients won't download images by default, unless from a trusted source.

Can't really speak to any security implications, but AFAIK it should be ok.

Thank you,  
Stan Smith  
Office of Enterprise Solutions and Services  
Office of the Chief Information Officer  
U.S. Department of Commerce  
Phone: 202-482-4746

[SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

**From:** "Imlay, Bonnie" <[000004d40d50d37d-dmarc-request@LISTSERV.GSA.GOV](mailto:000004d40d50d37d-dmarc-request@LISTSERV.GSA.GOV)>  
**Reply-To:** "Imlay, Bonnie" <[Bonnie.Imlay@FDA.HHS.GOV](mailto:Bonnie.Imlay@FDA.HHS.GOV)>  
**Date:** Monday, August 19, 2019 at 2:54 PM  
**To:** "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** [CONTENT-MANAGERS-L] Tracking e-mail metrics

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Thank you!

Regards,

**Bonnie Imlay**

*Branch Director, Web and Digital Media*

Office of Regulatory Affairs  
Office of Communications and Project Management  
U.S. Food and Drug Administration  
Tel: 301-796-8412

Mobile: (b) (6)  
Email: [bonnie.imlay@fda.hhs.gov](mailto:bonnie.imlay@fda.hhs.gov)



---

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** Archives Page  
**From:** Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>  
**Reply To:** Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>  
**Date:** Mon, 26 Aug 2019 20:49:10 +0000  
**Content-Type:** multipart/related  
text/plain (25 kB) , text/html (7 kB) , image001.png (25 kB) ,  
**Parts/Attachments:** image002.png (25 kB) , image003.png (25 kB) , image004.png (25 kB)  
, image005.png (25 kB)

Hello there,

I was wondering what the latest consensus was for Archive pages. Do you try to keep the old content on the page? Maybe organized in accordions so the user has one less click to get to the info OR do you just link to a separate archives page?

Thank you,

**Rigina Pietrowski**  
Web Comms Specialist  
[Pietrowski.rigina@pbgc.gov](mailto:Pietrowski.rigina@pbgc.gov)  
202.229.6083



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**Subject:** Questions about the Foresee Survey  
**From:** "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>  
**Reply To:** Elizabeth W. Burke  
**Date:** Wed, 28 Aug 2019 10:41:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1672 bytes) , [text/html](#) (3861 bytes)

We use the Foresee survey for two of our websites and we are considering dropping the survey in favor of another tool that measures customer satisfaction.

Has anyone on these two lists evaluated the pros and cons of the Foresee survey? If so, could you share your analysis? Have you found other tools that work as well or better? If so, could you share that information?

Have you heard any complaints that the Foresee survey is too long? Have you heard positive comments about the Foresee survey?

Any information you can share would be greatly appreciated.

Thank you.

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

---

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**Subject:** Re: Questions about the Foresee Survey  
**From:** Katherine Chan <Katie\_Chan@AO.USCOURTS.GOV>  
**Reply To:** Katherine Chan <Katie\_Chan@AO.USCOURTS.GOV>  
**Date:** Wed, 28 Aug 2019 16:00:56 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (19 kB)

Hi Lee,

I have had the opportunity to work with Foresee twice, once at a prior job and now at my current job. In a prior job, I also worked with another survey tool called Qualtrics.

From my personal perspective here are the pros of Foresee:

- The bulk of the questions are pre-determined and methodologically sound - this is a huge pro, this means you don't have to come up with and agree on your own internally. That can be a real challenge if you have a lot of stakeholders and don't have blessings from higher-ups to mandate how it should be done.
- Benchmarking with other agencies -- this can be a plus for top level management who want a handle on how your website(s) are performing. It can be hard to find common benchmarks with similar agencies going it on your own. Many tools use what is called a [Net Promoter Score \(NPS\)](#) but I found it hard to find benchmarks that seemed truly comparable. I've also heard others make the case NPS isn't applicable to government services. NPS is one of the metrics included in Foresee but many others are included.

Here are some of the pros of Qualtrics:

- The tool ultra-flexible, you can easily make changes to the survey prompts, surveys, and designs without coding updates. Once you have the JavaScript on your site, you could make modifications in the Qualtrics interface.
- You can test out the survey length and determine what gets the best response from your users.

One of the older benefits of Foresee was not having to shepherd the survey through the OMB clearance process. However, now that there is PRA [fast track](#), this seems like less of an issue.

Sam Bronson from HHS ([Samuel.Bronson@hhs.gov](mailto:Samuel.Bronson@hhs.gov)) is a good person to reach out to if you want to learn more about an implementation of Qualtrics.

For what its worth, one of my favorite questions (regardless of the tool) is "did you find what you were looking for today" or some variation of that. I have found monitoring the percent change most helpful for determining if a change was beneficial or not. It also seemed to be the most broadly applicable to sites. Granted there are a few exceptions – most people were/are coming to our sites to accomplish a task.

All in all, I think it depends on a few things, 1) what would work best for your agency given the benefits and limitations of each tool and 2) the traffic to your website and how dedicated your users are to giving feedback. Both seem like they could be advantageous in different situations. There's probably more pros and cons to each, this is just what I thought of off the top of my head.

Regards,

Katie Chan  
Digital Analyst  
Office of Public Affairs  
Administrative Office of the U.S. Courts  
Email: [katie\\_chan@ao.uscourts.gov](mailto:katie_chan@ao.uscourts.gov)  
<https://www.uscourts.gov/>

---

**From:** Elizabeth W. Burke <000005c7c084f47d-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, August 28, 2019 6:44 AM

2/12/2021

**Sent:** Wednesday, August 26, 2019 8:41 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** [CONTENT-MANAGERS-L] Questions about the Foresee Survey

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Has anyone on these two lists evaluated the pros and cons of the Foresee survey? If so, could you share your analysis? Have you found other tools that work as well or better? If so, could you share that information?

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**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

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(o:) 202-504-3786 (m:) (b) (6)

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Re: Questions about the Foresee Survey  
**From:** "Albert, Donavan -FS" <donavan.albert@USDA.GOV>  
**Reply To:** Albert, Donavan -FS  
**Date:** Wed, 28 Aug 2019 19:56:56 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (9 kB) , text/html (28 kB) , image001.png (7 kB) , image002.png (7 kB) , image003.png (7 kB) , image004.png (7 kB)

Howdy –

We use ForeSee at the Forest Service. Aside from everything that’s already been mentioned, we’ve found their feedback survey tool to be very nimble and useful for gathering product specific information.

As an example, we have their feedback survey tool currently deployed on our [Visitor Map web product](#) and the mobile app. versions of the Visitor Map ([Apple](#) | [Android](#)); two separate feedback surveys, one for web and one for mobile.

You can view **some** of the product specific feedback (just the open-end responses) for our mobile app. here in a Data Studio report, at the bottom – <https://datastudio.google.com/u/0/reporting/1mhjeJVz4yw6ZG9bZUAY3nOPrHz6HN1hl/page/MM>

We use these responses to drive our app. development.

Donavan



**Donavan Albert**  
**National Web Manager**  
**Forest Service**  
**Office of Communication**

**p: 202-205-1407**  
**f: 202-205-0885**  
[dalbert@fs.fed.us](mailto:dalbert@fs.fed.us)

1400 Independence Ave, SW, Mailstop 1111  
Washington, DC 20250

[www.fs.fed.us](http://www.fs.fed.us)



**Caring for the land and serving people**

---

**From:** Katherine Chan [mailto:Katie\_Chan@AO.USCOURTS.GOV]  
**Sent:** Wednesday, August 28, 2019 12:01 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Questions about the Foresee Survey

Hi Lee,

I have had the opportunity to work with Foresee twice, once at a prior job and now at my current job. In a prior job, I also worked with another survey tool called Qualtrics.

From my personal perspective here are the pros of Foresee:

- The bulk of the questions are pre-determined and methodologically sound - this is a huge pro, this means you don't have to come up with and agree on your own internally. That can be a real challenge if you have a lot of stakeholders and don't have blessings from higher-ups to mandate how it should be done.
- Benchmarking with other agencies -- this can be a plus for top level management who want a handle on how your website(s) are performing. It can be hard to find common benchmarks with similar agencies going it on your own. Many tools use what is called a [Net Promoter Score](#) (NPS) but I found it

hard to find benchmarks that seemed truly comparable. I've also heard others make the case NPS isn't applicable to government services. NPS is one of the metrics included in Foresee but many others are included.

Here are some of the pros of Qualtrics:

- The tool ultra-flexible, you can easily make changes to the survey prompts, surveys, and designs without coding updates. Once you have the JavaScript on your site, you could make modifications in the Qualtrics interface.
- You can test out the survey length and determine what gets the best response from your users.

One of the older benefits of Foresee was not having to shepherd the survey through the OMB clearance process. However, now that there is PRA [fast track](#), this seems like less of an issue.

Sam Bronson from HHS ([Samuel.Bronson@hhs.gov](mailto:Samuel.Bronson@hhs.gov)) is a good person to reach out to if you want to learn more about an implementation of Qualtrics.

For what its worth, one of my favorite questions (regardless of the tool) is “did you find what you were looking for today” or some variation of that. I have found monitoring the percent change most helpful for determining if a change was beneficial or not. It also seemed to be the most broadly applicable to sites. Granted there are a few exceptions – most people were/are coming to our sites to accomplish a task.

All in all, I think it depends on a few things, 1) what would work best for your agency given the benefits and limitations of each tool and 2) the traffic to your website and how dedicated your users are to giving feedback. Both seem like they could be advantageous in different situations. There's probably more pros and cons to each, this is just what I thought of off the top of my head.

Regards,

Katie Chan  
Digital Analyst  
Office of Public Affairs  
Administrative Office of the U.S. Courts  
Email: [katie\\_chan@ao.uscourts.gov](mailto:katie_chan@ao.uscourts.gov)  
<https://www.uscourts.gov/>

---

**From:** Elizabeth W. Burke <[000005c7c084f47d-dmarc-request@LISTSERV.GSA.GOV](mailto:000005c7c084f47d-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Wednesday, August 28, 2019 6:41 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Questions about the Foresee Survey

We use the Foresee survey for two of our websites and we are considering dropping the survey in favor of another tool that measures customer satisfaction.

Has anyone on these two lists evaluated the pros and cons of the Foresee survey? If so, could you share your analysis? Have you found other tools that work as well or better? If so, could you share that information?

Have you heard any complaints that the Foresee survey is too long? Have you heard positive comments about the Foresee survey?

Any information you can share would be greatly appreciated.

Thank you.

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

---

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**Subject:** Adopting a Content Design Mindset - Blog from USAGov  
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Date:** Thu, 29 Aug 2019 10:10:33 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1882 bytes) , [text/html](#) (3526 bytes)

Good Morning,

Check out the latest USAGov blog post exploring how we've [adapted a content design mindset](#), due to changing user needs, the power of technology, and new ways people are consuming information.

If you would like to sign up to receive updates when we publish a new blog post about the work USAGov does, what we learn about our efforts, and more, feel free to subscribe to receive blog email updates (we send 1-2 per month). You can subscribe directly from the blog or by visiting <https://connect.usa.gov/blog-email-sign-up-page>.

Thanks and have a great long weekend!

--



**Claire Loxsom**

USAGov Outreach

Gen Administration, Technology Transformation Services

M: (b) (6)

[Partner with USAGov!](#)

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**Subject:** Re: Questions about the Foresee Survey  
**From:** "Leyden, Jill A." <Jill.Leyden@USPTO.GOV>  
**Reply To:** Leyden, Jill A.  
**Date:** Thu, 29 Aug 2019 14:13:52 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB)

Good Afternoon,

We use ForeSee at the USPTO for a few measures, and with 3-4 different types of surveys. That said, we always keep an open mind do research, making sure whatever vendor we select provides the tools we need. I don't have a side by side comparison to share, but I can share a few thoughts.

We currently use the ForeSee "pop up" satisfaction survey on our desktop and mobile [www.uspto.gov](http://www.uspto.gov) websites (strategic feedback). In some content areas on our website we also use the Feedback tab (tactical feedback). And, we leverage that same Feedback tab investment to measure other touchpoints (like official letters) via emails surveys – and it doesn't cost more. We also use ForeSee to measure our call centers.

Right now, I get the information I am looking for and can act upon. One thing to keep in mind as you select survey vendors is knowing what you want to learn and how you will use the information. Have a clear strategy around the measurement. This will help you start with your needs and requirements. This will help you find and fill in gaps with whichever tool(s) you select. Ex. Do you want to be able to just track satisfaction? Do you want to be able to use the data to drive a website overhaul, help internal decision making, enrich with other data and steer strategic priorities, or something else? I do see other tools with different offerings, but until I know exactly how I'd take action on the incoming data, I don't want to pay more for it. Also consider if/how vendors and tools can work together to meet your requirements.

When it comes to survey length, look at what information is coming in the door now for the survey. Do you have a high volume? Is your completion rate high or low? This will tell you if you need to shorten your survey. (ForeSee has loosened up on requiring so many questions, so consult your rep.) See if you can take out some custom questions, or questions you know the answer to already. There are advantages to keeping your survey "fresh."

I hope this helps!

**Jill Leyden**

Customer Experience Administrator  
Trademarks Business Unit  
U.S. Patent and Trademark Office

[jill.leyden@uspto.gov](mailto:jill.leyden@uspto.gov)  
571-272-6804

---

**From:** Elizabeth W. Burke <000005c7c084f47d-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, August 28, 2019 6:41 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Questions about the Foresee Survey

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Any information you can share would be greatly appreciated.

Thank you.

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: Market Research  
 From: (b) (6) CIV (US) DeCA HQ OC"  
 <(b) (6) DECA.MIL>  
 Reply To: (b) (6) CIV (US) DeCA HQ OC  
 Date: Thu, 29 Aug 2019 15:00:07 +0000  
 Content-Type: text/plain  
 Parts/Attachments: text/plain (39 lines)

Everyone,

I'm trying to do some market research for vendors who are capable of maintaining two Drupal 8 websites and also get some cost estimations for doing some freshening of the design and reworking of the content and AI among other tasks. Thought I'd cast a line into the Content Managers forum and see if anyone has had this work done or is in the process and has some insights that they can and are willing to share with me.

Feel free to email directly... I greatly appreciate any information!

Respectfully,

-----  
 (b) (6)  
 Corporate Communications  
 Defense Commissary Agency  
 Toll Free 800-699-5063 (b) (6)  
 COM (b) (6)  
 DSN (b) (6)  
 (b) (6) deca.mil

\*\*\*\*\*

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\*\*\*\*\*

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Market Research  
From: "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
Reply To: Gillick, Larry  
Date: Thu, 29 Aug 2019 13:25:12 -0400  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3425 bytes) , text/html (5 kB)

Hey there Christopher,

I've got a set of BPAs with 9 small-biz Drupal shops that can handle just about any task we're likely to set them to. They had to compete for their BPAs, so they're pretty good at what they do -- and cared enough to compete for the work.

We can't share the BPAs; but I could connect you with their POCs, if you're interested.

Larry

---  
Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)



O [redacted] at 12:14 PM (b) (6) CIV (US) DeCA HQ OC  
<(b) (6)@deca.mil> wrote:

Everyone,

I'm trying to do some market research for vendors who are capable of maintaining two Drupal 8 websites and also get some cost estimations for doing some freshening of the design and reworking of the content and AI among other tasks. Thought I'd cast a line into the Content Managers forum and see if anyone has had this work done or is in the process and has some insights that they can and are willing to share with me.

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Respectfully,

-----  
(b) (6)  
Corporate Communications  
Defense Commissary Agency  
Toll Free 800-699-5063 (b) (6)  
COM (b) (6)  
(b) (6)  
(b) (6)@deca.mil

**Subject:** UK work with Learning Experience Design  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 3 Sep 2019 11:27:32 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (67 kB) , text/html (4 kB) , image001.jpg (67 kB)

Interesting points on creating good Learning Experience Design (LXD) -  
<https://gds.blog.gov.uk/2019/09/02/developing-a-learning-approach-for-the-content-design-profession/>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)



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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject: IT Specialist (APPSW) - SDET Opening at DOJ  
From: (b) (7)(C), (b) (6) (ENRD)" (b) (7)(C), (b) (6) USDOJ.GOV>  
Reply To: (ENRD)  
Date: Wed, 4 Sep 2019 18:15:14 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3516 bytes) , text/html (9 kB)

Dear Colleagues,

Please see below and forward to any and all qualified candidates for consideration. Thank you for your consideration.

The U.S. Department of Justice's **Environment and Natural Resources Division (ENRD)** is currently accepting applications to fill its Information Technology Specialist (APPSW) position. The incumbent serves as a Software Development Engineer in Test (SDET), taking part in the complete Software Development Life Cycle (SDLC) process, with a focus on all facets of testing through automation.

**To Apply:**

- (Link for Public to apply) <https://www.usajobs.gov/GetJob/ViewDetails/544035200>
- (Link for Federal Employees to apply) <https://www.usajobs.gov/GetJob/ViewDetails/544036300>

**Closing Date:** 09/11/2019

Thanks,

(b) (7)(C), (b) (6)

Information Management  
Environment and Natural Resources Division  
U.S. Department of Justice  
(202) 305-7352 (b) (7)(C), (b) (6) [usdoj.gov](http://usdoj.gov)

=====  
This position is located in the Office of Information Management (OIM), Executive Office (EO), Environment and Natural Resources Division (ENRD), U.S. Department of Justice (DOJ). OIM provides innovative business process automation, data management, enterprise content management, software application, and creative/technical consultative services to ENRD leadership, attorneys, support staff, and other key stakeholders internal/external to the Division.

Are you interested in a rewarding and challenging career? Join the Environment and Natural Resources Division (ENRD), U.S. Department of Justice! ENRD has been ranked as the #1 Best Place to Work (Agency Subcomponent Category) in the Federal Government three times by the Partnership for Public Service and has consistently ranked as a top place to work based on OPM's comprehensive annual Federal Employee Viewpoint Survey.

Our offices are conveniently located adjacent to the NoMA-Gallaudet University (Red Line) Metro Station, a short walk from Union Station. ENRD's building was constructed in 2019; offices and shared spaces in the building are new, clean, well-equipped, and packed with amenities. A wide variety of restaurants, coffee shops, stores, entertainment venues, and other attractions are easily accessible to employees in the neighborhood. The rich, culturally-diverse NoMA neighborhood is one of the most up-and-coming neighborhoods in DC!

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Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Market Research  
From: "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
Reply To: Gillick, Larry  
Date: Wed, 4 Sep 2019 14:46:32 -0400  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (11 kB)

Hi Folks,

Apologies for the delay. Here's the contact info from my BPA holders who responded quickly to my request for sharable contact info:

Contact Info for Sharing	
Bixal	(b) (6), Director of Project Management, (b) (6) @bixal.com (b) (6) CEO, (b) (6) @bixal.com
Blue Water	(b) (6), (b) (6) @bwm.com, clientservices@bwm.com
CivicActions	(b) (6), VP, Public Sector, CivicActions, (b) (6)
Forum One	(b) (6), VP of Government Services, (b) (6) @forumone.com
Forum One	(b) (6), Director of Business Development, (b) (6) @forumone.com, (b) (6)
Mobomo	fedsales@mobomo.com, (b) (6) @mobomo.com, (b) (6) @mobomo.com
Webfirst	(b) (6), (b) (6) @webfirst.com, (b) (6)

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)



On Thu, Aug 29, 2019 at 1:25 PM Gillick, Larry <larry\_gillick@ios.doi.gov> wrote:

Hey there Christopher,

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Larry

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Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)



O [redacted] at 12:14 PM (b) (6) CIV (US) DeCA HQ OC (b) (7)(C), (b) (6)  
<(b) (6)@deca.mil> wrote:

Everyone,

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Respectfully,

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Corporate Communications  
Defense Commissary Agency  
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**Subject:** Reimbursable Detail Opportunity at HHS OASH Office of Population Affairs  
**From:** "Silver, Karen (OS/OASH)" <Karen.Silver@HHS.GOV>  
**Reply To:** Silver, Karen (OS/OASH)  
**Date:** Thu, 5 Sep 2019 22:08:29 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3787 bytes) , [text/html](#) (13 kB)

Hi All,  
Please share this reimbursable detail opportunity with your networks.  
Thanks,  
Karen Silver

### **Reimbursable Detail Opportunity at HHS OASH Office of Population Affairs**

The OASH Office of Population Affairs (OPA) is seeking a highly motivated and talented GS-12 level individual to provide advice and assistance to its health communications and partnership engagement team. The individual should have a skill set that includes strategic communications planning and development; audience-specific writing and editing for web, print, and multimedia (including social media content, videos, podcasts, and webinars); writing talking points and preparing slide presentations for senior staff; basic graphic design; familiarity with social media metrics; and strong organizational, time management, and project management skills.

**This is a six-month reimbursable detail opportunity to start in October 2019.**

#### **Responsibilities include:**

- Provide support for OPA communications contracts. OPA currently has two communications contracts, one that manages the Title X family planning clinic locator and database and one that focuses on OPA strategic communications planning.
- Provide support for contractors' development of a unified OPA website that combines content from the original OPA website <http://www.hhs.gov/opa> and the original Office of Adolescent Health (OAH) website <http://www.hhs.gov/ash/oah>.
- Assist with development and review of content for website and social media channels, dissemination and outreach activities, press releases, responses to Congressional inquiries, newsletter articles, blog posts, conference presentations and exhibits, meetings, webinars, videos, and podcasts.
- Assist with development, review, and dissemination of materials related to all OPA activities, including the Teen Pregnancy Prevention (TPP), Pregnancy Assistance Fund (PAF), Title X family planning, and Embryo Adoption grants and grantee technical assistance and evaluation research.
- Assist with development and dissemination of digital events including webinars, webcasts, Twitter chats, podcasts, etc.
- Assist with management of communication clearances for OPA products.
- Participate in trainings, conferences, webinars, and meetings related to the OPA mission.
- Participate in federal working groups, including the HHS Adolescent Health Working Group and the federal Interagency Working Group on Youth Programs.
- Recommend improvements or solutions to problems that may affect timelines or the successful completion of project plans and objectives.

If you are interested in this detail opportunity, please send your resume to Emily Novick ([emily.novick@hhs.gov](mailto:emily.novick@hhs.gov)) and Karen Silver ([karen.silver@hhs.gov](mailto:karen.silver@hhs.gov)).

**Subject:** Placement of Inspector General Links/Content on Federal Web Sites  
**From:** "Hazen, Allison" <Allison.Hazen@USITC.GOV>  
**Reply To:** Hazen, Allison  
**Date:** Mon, 9 Sep 2019 17:44:47 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** [text/plain](#) (1929 bytes) , [text/html](#) (15 kB) , [smime.p7s](#) (9 kB)

Good afternoon,

We're interested in how other federal agencies handle linking off to Office of Inspector General (OIG) content on their web sites? Specifically, since the law requires a prominent link to OIG hotlines, where do you choose to place the link on your web sites (in the footer/elsewhere)? Also, do any your OIG sites have their own look and feel, or do you keep branding and design the same as the overall site? I noticed, for example, that HHS's OIG office has its own branding: <https://oig.hhs.gov/notices/official-site.asp>, and that they, like most sites, tend to use the agency's main site footer for the link placement.

We wanted to reach out in case there are any standards or best practices for how federal sites should handle OIG content.

Thanks so much in advance,

Ally

Allison Hazen  
Webmaster  
U.S. International Trade Commission  
500 E St SW  
Washington, DC 20436  
202.205.3360  
[allison.hazen@usitc.gov](mailto:allison.hazen@usitc.gov)  
[webmaster@usitc.gov](mailto:webmaster@usitc.gov)

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>

**Reply To:** Gillick, Larry

**Date:** Mon, 9 Sep 2019 13:51:38 -0400

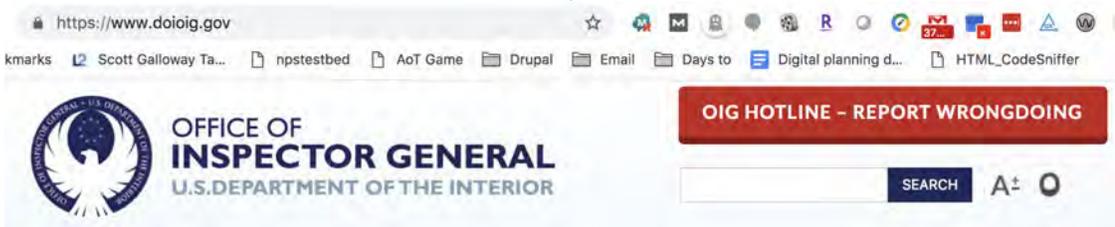
**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (209 kB) , text/html (7 kB) , Screen Shot 2019-09-09 at 1.47.38 PM.png (280 kB) , Screen Shot 2019-09-09 at 1.48.13 PM.png (209 kB)

Our IG gets a link in our footer



and its own website, for which it manages its own look & feel.



It seemed counter-productive to try to make it look like the IG's site was under control of Interior-main, when that's not the case.

Larry

---

Larry Gillick  
 Deputy Director of Digital Strategy  
 U.S. Department of the Interior  
 202-208-5141  
[Drupal Questions?](#)



On Mon, Sep 9, 2019 at 1:46 PM Hazen, Allison <[0000034e194a91e4-dmarc-request@listserv.gsa.gov](mailto:0000034e194a91e4-dmarc-request@listserv.gsa.gov)> wrote:

Good afternoon,

We're interested in how other federal agencies handle linking off to Office of Inspector General (OIG) content on their web sites? Specifically, since the law requires a prominent link to OIG hotlines, where do you choose to place the link on your web sites (in the footer/elsewhere)? Also, do any your OIG sites have

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We wanted to reach out in case there are any standards or best practices for how federal sites should handle OIG content.

Thanks so much in advance,

Ally

Allison Hazen  
Webmaster  
U.S. International Trade Commission  
500 E St SW  
Washington, DC 20436  
202.205.3360  
[allison.hazen@usitc.gov](mailto:allison.hazen@usitc.gov)  
[webmaster@usitc.gov](mailto:webmaster@usitc.gov)

---

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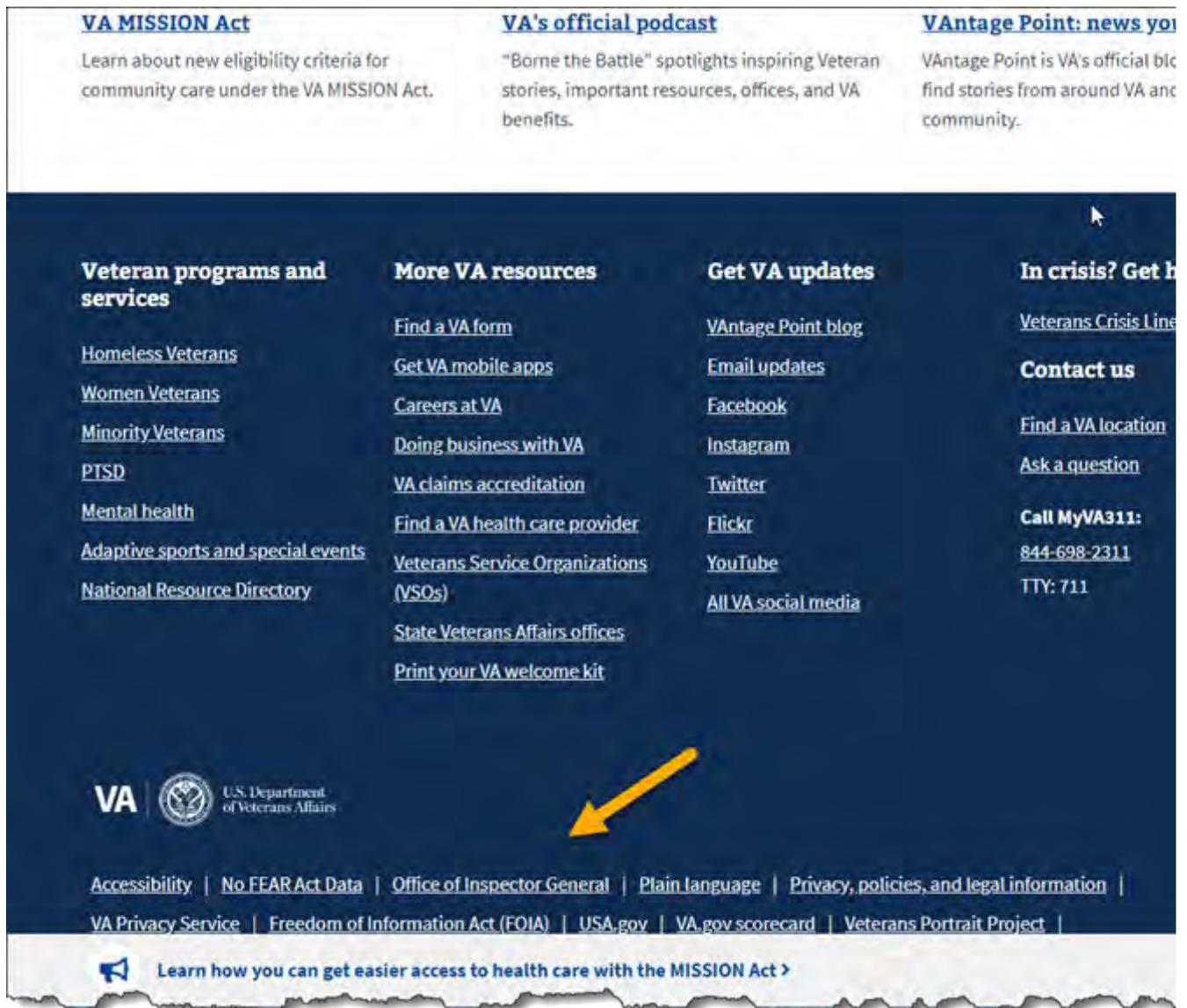
U.S. Department of the Interior, 1849 C Street NW, Washington, DC 20240. [feedback@ios.doi.gov](mailto:feedback@ios.doi.gov)



**Subject:** Re: Placement of Inspector General Links/Content on Federal Web Sites  
**From:** "Brewer, Jeff (OIG)" <Jeff.Brewer@VA.GOV>  
**Reply To:** Brewer, Jeff (OIG)  
**Date:** Mon, 9 Sep 2019 20:57:09 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (263 kB) , text/html (9 kB) , image001.png (263 kB) , smime.p7s (7 kB)

Hi Allison,

Speaking from the OIG POV, the Department of Veterans Affairs has a link to our site in what I guess you'd call the sub-footer...



The Department provides us web hosting, but we manage our own website and deliberately maintain a separate look and feel to assert our independence from the Department. Our website is a primary vehicle for Hotline reporting, so it's important for our users to draw a distinction between the Department and the Inspector General, and the website branding is one way of doing that.

Jeff

**From:** Hazen, Allison <0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, September 9, 2019 10:45 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

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**Subject:** Re: Placement of Inspector General Links/Content on Federal Web Sites  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Mon, 9 Sep 2019 18:21:20 -0400  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB) , image001.png (263 kB)

Hi Ally —

Last week, we made some significant improvements to our list of “required links” for websites in the federal government page.

It is now much more clear\*, with better explanations of the policy that requires each link.

<https://digital.gov/resources/required-web-content-and-links/?=cm>

Let us know if this helps clarify.

\*One caveat (*that is coming in a future edit to our page*) — While there are required links, the only link that has required text is the "No Fear Act Data" link. For the others, the policy just specifies that you need to link to those pages and doesn't specify specific link text. We are making some changes to incorporate better, user-friendly (recommended) link text for the others.

-----

Separately, over in The Technology Transformation Services in TTS, we are working on new designs for footers that incorporate all of the required links and improve upon the accessibility and usability of our sites — all using the U.S. Web Design System.

I will be showing the early stages of this work on the USWDS Monthly call next Thursday, Sept 19.

**Register here:** <https://digital.gov/event/2019/09/19/us-web-design-system-september-monthly-call/>

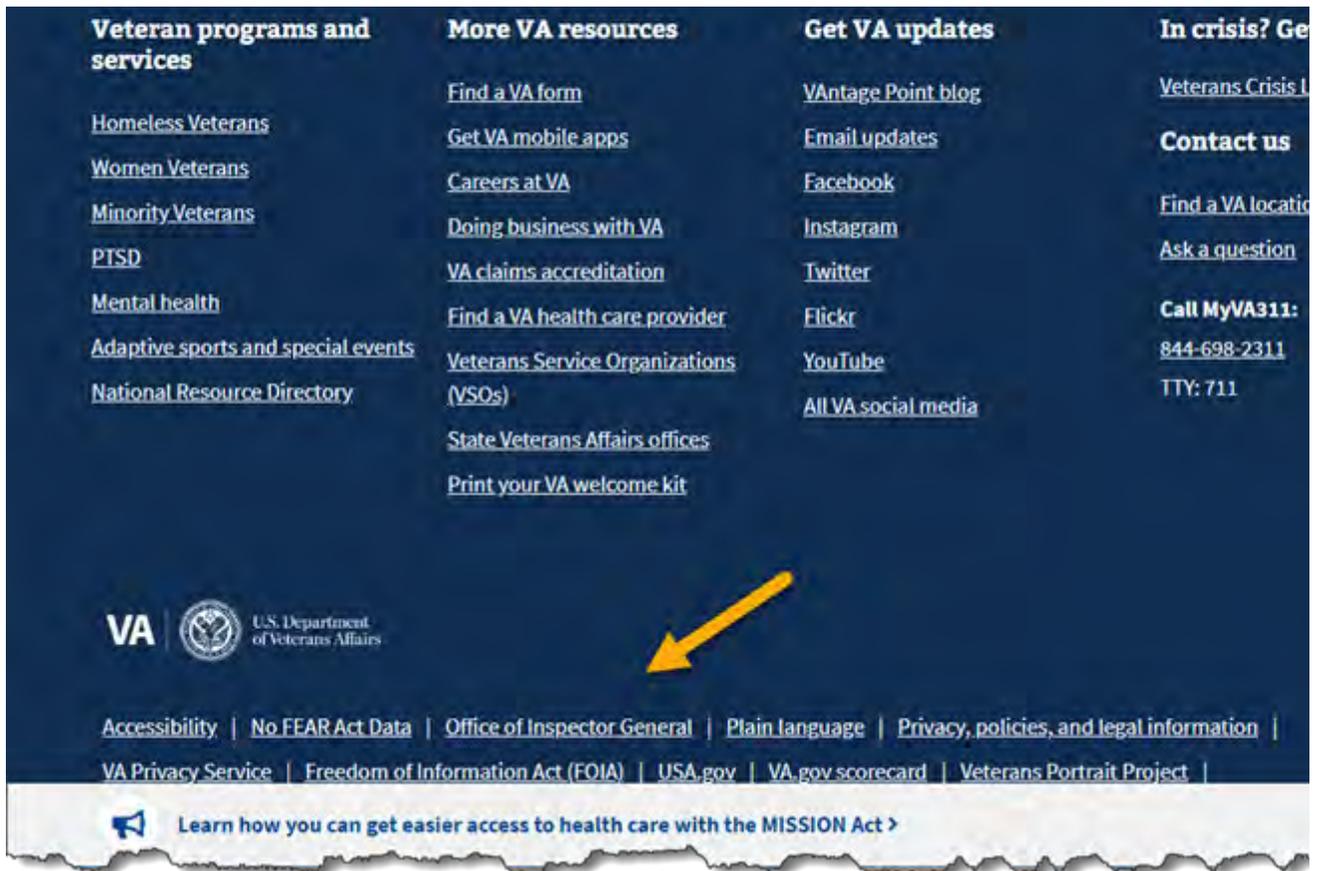
-jeremy

On Mon, Sep 9, 2019 at 5:03 PM Brewer, Jeff (OIG) <[000005ddd2ad9942-dmarc-request@listserv.gsa.gov](mailto:000005ddd2ad9942-dmarc-request@listserv.gsa.gov)> wrote:

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Jeff

**From:** Hazen, Allison <[0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV](mailto:0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV)>

**Sent:** Monday, September 9, 2019 10:45 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

Good afternoon,

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Thanks so much in advance,

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

**From:** "(b) (6)" <(b) (6)@TVA.GOV>

**Reply To:** (b) (6)

**Date:** Tue, 10 Sep 2019 13:47:10 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB) , ~WRD362.jpg (14 kB) , image001.png (94 kB) , image002.png (51 kB)

It's also in the footer for <https://www.tva.gov/>. They maintain their own website; however, we do host it on our servers. In terms of branding, we only ask that they follow our logo usage guidelines (like everyone else).

Thanks,

(b) (6)  
 Program Manager, Digital Communications  
 Digital & Creative Services

Tennessee Valley Authority  
 400 W. Summit Hill Drive  
 Knoxville, TN 37902

865-632-6725 (w)  
 (b) (6) [tva.gov](http://tva.gov)

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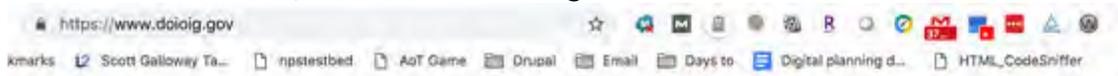
**From:** Gillick, Larry [mailto:0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV]  
**Sent:** Monday, September 09, 2019 1:52 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

TVA External Message. Please use caution when opening.

Our IG gets a link in our footer



and its own website, for which it manages its own look & feel.





It seemed counter-productive to try to make it look like the IG's site was under control of Interior-main, when that's not the case.

Larry

---

Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)

\_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_

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Thanks so much in advance,

Ally

Allison Hazen  
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500 E St SW  
Washington, DC 20436  
202.205.3360  
[allison.hazen@usitc.gov](mailto:allison.hazen@usitc.gov)  
[webmaster@usitc.gov](mailto:webmaster@usitc.gov)

**Subject:** Fair Use & related photo rights issues  
**From:** "Fotos, Christopher (FAA)" <Christopher.Fotos@FAA.GOV>  
**Reply To:** Fotos, Christopher (FAA)  
**Date:** Tue, 10 Sep 2019 14:59:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1607 bytes) , [text/html](#) (3672 bytes)

Hi gang, I'm new to the list and apologies in advance if I'm not sending this correctly, but I'm trying to connect with other federal content managers involved with images on public-facing sites. I was a journalist for many years including having oversight of online photos and copyright issues. But questions come up on occasion about the limits of fair use and copyright, and I'd like to be in contact with experienced Feds to help avoid being rusty, especially in the social media age.

TIA/Chris

Christopher Fotos  
FAA Office of Communications/Web  
Management and Program Analyst  
AOC Photo Database Editor  
800 Independence Ave. SW, Washington, DC 20591  
10A/409W  
202 267-3129

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues  
**From:** "Newell, Mark" <mnewell@USGS.GOV>  
**Reply To:** Newell, Mark  
**Date:** Tue, 10 Sep 2019 10:39:21 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3283 bytes) , [text/html](#) (5 kB)

Chris:

From the USGS side, we consider the vast majority of our data "public domain", and request credit: <https://www.usgs.gov/information-policies-and-instructions/copyrights-and-credits>

Some of our maps (my beat) when it come to copyright issues: <https://www.usgs.gov/faqs/are-us-topo-maps-copyrighted>. Note that some commercial data cannot be reproduced with coordination.

Hope this helps. Thanx,

Mark

On Tue, Sep 10, 2019 at 10:12 AM Fotos, Christopher (FAA) <[000005df48aa8b42-dmarc-request@listserv.gsa.gov](mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov)> wrote:

Hi gang, I'm new to the list and apologies in advance if I'm not sending this correctly, but I'm trying to connect with other federal content managers involved with images on public-facing sites. I was a journalist for many years including having oversight of online photos and copyright issues. But questions come up on occasion about the limits of fair use and copyright, and I'd like to be in contact with experienced Feds to help avoid being rusty, especially in the social media age.

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**Mark Newell, APR**

USGS Office of Communications

(o) 573-308-3850

(c) (b) (6)

[mnewell@usgs.gov](mailto:mnewell@usgs.gov)

[nationalmap.gov](http://nationalmap.gov)

[@USGSTNM](#)

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**From:** "Fotos, Christopher (FAA)" <Christopher.Fotos@FAA.GOV>  
**Reply To:** Fotos, Christopher (FAA)  
**Date:** Tue, 10 Sep 2019 15:53:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB)

Thanks Mark! Very much appreciate it.

Just to be clear, my concern is with Fed sites (welp in my case, FAA), using images from other, third parties, other than instances including CC0 and Unsplash/Pixabay.

Grey areas include the extent to which Feds grab photos off Twitter for use on .gov or social media, the extent to which our community uses, or does not use, link-backs to the original source in lieu of stating credit adjacent to the image, and some classic fair-use questions such as creating a collage from a bunch of copyrighted images.

Further chat welcomed—while bearing in mind I don't want to clog the listserv—and thanks to the other community member who contacted me offline, I'll be reaching out to you. That's another outcome I was hoping for so if anyone else is willing to touch base offline please do.

Tks/☺/C

**From:** Newell, Mark <mnewell@usgs.gov>  
**Sent:** Tuesday, September 10, 2019 11:39 AM  
**To:** Fotos, Christopher (FAA) <Christopher.Fotos@faa.gov>  
**Cc:** CONTENT-MANAGERS-L@listserv.gsa.gov  
**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues

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(c) (b) (6)

[mnewell@usgs.gov](mailto:mnewell@usgs.gov)

[nationalmap.gov](http://nationalmap.gov)

[@USGSTNM](#)

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**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Tue, 10 Sep 2019 12:13:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (6 kB) , text/html (12 kB)

We definitely need more documentation around around image rights, crediting, the use of stock photos, etc... There are many thorny issues when it comes to archiving images that were paid for via a contract.

In my experience, images are the easiest thing to create these the hardest thing to publish *\*correctly\** on the web.

Related: We are pulling together some guidance around "**A list of services or companies that provide free, "fair-use" images and gifs**".

It is going through our legal teams now, and should have an update soon. <https://github.com/GSA/digitalgov.gov/issues/1128>

This page will be just a start to the guidance that is needed. I am hoping that a page like this can grow to become a better resource for ALL things images, from legal considerations, contracts, crediting, best practices, sizing etc...

-jeremy

On Tue, Sep 10, 2019 at 11:54 AM Fotos, Christopher (FAA) <[000005df48aa8b42-dmarc-request@listserv.gsa.gov](mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov)> wrote:

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Tks/☺/C

**From:** Newell, Mark <[mnewell@usgs.gov](mailto:mnewell@usgs.gov)>  
**Sent:** Tuesday, September 10, 2019 11:39 AM  
**To:** Fotos, Christopher (FAA) <[Christopher.Fotos@faa.gov](mailto:Christopher.Fotos@faa.gov)>  
**Cc:** [CONTENT-MANAGERS-L@listserv.gsa.gov](mailto:CONTENT-MANAGERS-L@listserv.gsa.gov)  
**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues

Chris:

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Hope this helps. Thanx,

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On Tue, Sep 10, 2019 at 10:12 AM Fotos, Christopher (FAA) <[000005df48aa8b42-dmarc-request@listserv.gsa.gov](mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov)> wrote:

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TIA/Chris

Christopher Fotos

FAA Office of Communications/Web

Management and Program Analyst

AOC Photo Database Editor

800 Independence Ave. SW Washington, DC 20501

600 Independence Ave. SW, Washington, DC 20591

10A/409W

202 267-3129

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**Mark Newell, APR**

USGS Office of Communications

(o) 573-308-3850

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues  
**From:** Betsy Steele - QXC <betsy.steele@GSA.GOV>  
**Reply To:** Betsy Steele - QXC <betsy.steele@GSA.GOV>  
**Date:** Tue, 10 Sep 2019 12:20:36 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (15 kB)

Hi Jeremy,

The list should also include all federal entities that provide free fair use images and gifs. (Smithsonian, NARA and lots of etc.)

There were a couple of docs compiled two or three years ago in the social media community of practice as this was an important topic then as well.

It actually may have been before the explosion of Gifs but would still be helpful.

Betsy

Betsy Steele  
U.S. General Services Administration  
Technology Transformation Service (TTS)  
FedRAMP Education and Outreach  
202-821-2125

On Tue, Sep 10, 2019 at 12:13 PM Jeremy Zilar - QXE <[jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)> wrote:

We definitely need more documentation around around image rights, crediting, the use of stock photos, etc... There are many thorny issues when it comes to archiving images that were paid for via a contract.

In my experience, images are the easiest thing to create these the hardest thing to publish *\*correctly\** on the web.

Related: We are pulling together some guidance around "**A list of services or companies that provide free, "fair-use" images and gifs**".

It is going through our legal teams now, and should have an update soon. <https://github.com/GSA/digitalgov.gov/issues/1128>

This page will be just a start to the guidance that is needed. I am hoping that a page like this can grow to become a better resource for ALL things images, from legal considerations, contracts, crediting, best practices, sizing etc...

-jeremy

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TIA/Chris

Christopher Fotos

FAA Office of Communications/Web

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AOC Photo Database Editor

800 Independence Ave. SW, Washington, DC 20591

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Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](http://digital.gov)

**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues  
**From:** "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
**Reply To:** Gillick, Larry  
**Date:** Tue, 10 Sep 2019 12:58:41 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB)

Hi Chris,

You're welcome to our little [Digital Media Guide writeup on photos](#).

It probably needs an update. Critique welcome!

Larry

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Larry Gillick  
Deputy Director of Digital Strategy  
U.S. Department of the Interior  
202-208-5141

[Drupal Questions?](#)



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From: Newell, Mark <[mnewell@usgs.gov](mailto:mnewell@usgs.gov)>

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TIA/Chris

Christopher Fotos

FAA Office of Communications/Web

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues  
**From:** "Fotos, Christopher (FAA)" <Christopher.Fotos@FAA.GOV>  
**Reply To:** Fotos, Christopher (FAA)  
**Date:** Tue, 10 Sep 2019 17:11:29 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (7 kB) , text/html (20 kB)

Thanks much Larry, and I'll be sure to check it out.

I really appreciate all the responses, online and off. Larry, I first became aware that I wasn't taking advantage of all the resources out there when my boss recommended I attend (online in my case) that excellent CC presentation by their public lead, Meredith Jacob.

Much thanks to Jeremy re the guidance you're assembling, I'll keep that on my radar as well.

**From:** Gillick, Larry <larry\_gillick@ios.doi.gov>  
**Sent:** Tuesday, September 10, 2019 12:59 PM  
**To:** Fotos, Christopher (FAA) <Christopher.Fotos@faa.gov>  
**Cc:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues

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**Date:** Tue, 10 Sep 2019 13:43:12 -0400  
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Thank you Larry.

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**Subject:** Re: Placement of Inspector General Links/Content on Federal Web Sites  
**From:** "Maher, Mary - ERS" <mary.maher@USDA.GOV>  
**Reply To:** Maher, Mary - ERS  
**Date:** Tue, 10 Sep 2019 17:48:19 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (9 kB) , text/html (19 kB) , image001.png (263 kB)

Related question: can you specify the desired link target, in other words the specific destination/link-to URL desired for the mandated link?

**Mary Maher**

Chief, Web Services Branch  
Information Services Division  
USDA's Economic Research Service  
202.694.5126 | [mary.maher@usda.gov](mailto:mary.maher@usda.gov) | [memaher@ers.usda.gov](mailto:memaher@ers.usda.gov)

**From:** Jeremy Zilar - QXE [mailto:jeremy.zilar@GSA.GOV]  
**Sent:** Monday, September 9, 2019 6:21 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

Hi Ally —

Last week, we made some significant improvements to our list of “required links” for websites in the federal government page.

It is now much more clear\*, with better explanations of the policy that requires each link.

<https://digital.gov/resources/required-web-content-and-links/?=cm>

Let us know if this helps clarify.

\*One caveat (*that is coming in a future edit to our page*) — While there are required links, the only link that has required text is the "No Fear Act Data" link. For the others, the policy just specifies that you need to link to those pages and doesn't specify specific link text. We are making some changes to incorporate better, user-friendly (recommended) link text for the others.

-----  
Separately, over in The Technology Transformation Services in TTS, we are working on new designs for footers that incorporate all of the required links and improve upon the accessibility and usability of our sites — all using the U.S. Web Design System.

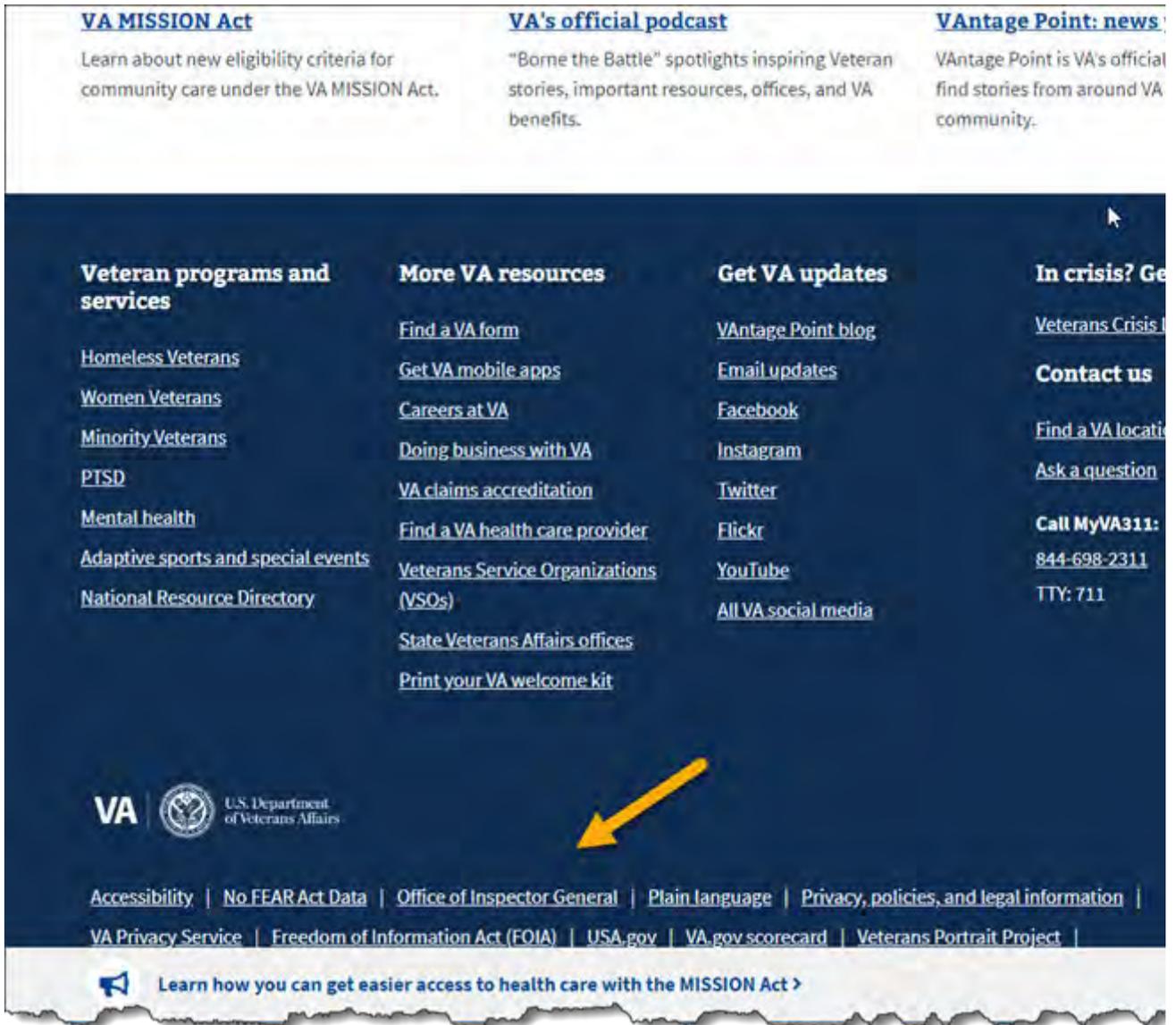
I will be showing the early stages of this work on the USWDS Monthly call next Thursday, Sept 19.  
**Register here:** <https://digital.gov/event/2019/09/19/us-web-design-system-september-monthly-call/>

-jeremy

On Mon, Sep 9, 2019 at 5:03 PM Brewer, Jeff (OIG) <[000005ddd2ad9942-dmarc-request@listserv.gsa.gov](mailto:000005ddd2ad9942-dmarc-request@listserv.gsa.gov)> wrote:

Hi Allison,

Speaking from the OIG POV, the Department of Veterans Affairs has a link to our site in what I guess you'd call the sub-footer...



The Department provides us web hosting, but we manage our own website and deliberately maintain a separate look and feel to assert our independence from the Department. Our website is a primary vehicle for Hotline reporting, so it's important for our users to draw a distinction between the Department and the Inspector General, and the website branding is one way of doing that.

Jeff

**From:** Hazen, Allison <[0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV](mailto:0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Monday, September 9, 2019 10:45 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] Placement of Inspector General Links/Content on Federal Web Sites

Good afternoon,

We're interested in how other federal agencies handle linking off to Office of Inspector General (OIG) content on their web sites? Specifically, since the law requires a prominent link to OIG hotlines, where do you choose to place the link on your web sites (in the footer/elsewhere)? Also, do any your OIG sites have their own look and feel or do you keep branding and design the same as the overall site? I noticed for

their own look and feel, or do you keep branding and design the same as the overall site? I noticed, for example, that HHS's OIG office has its own branding: <https://oig.hhs.gov/notices/official-site.asp>, and that they, like most sites, tend to use the agency's main site footer for the link placement.

We wanted to reach out in case there are any standards or best practices for how federal sites should handle OIG content.

Thanks so much in advance,

Ally

Allison Hazen  
Webmaster  
U.S. International Trade Commission  
500 E St SW  
Washington, DC 20436  
202.205.3360  
[allison.hazen@usitc.gov](mailto:allison.hazen@usitc.gov)  
[webmaster@usitc.gov](mailto:webmaster@usitc.gov)

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Subject: Re: Fair Use & related photo rights issues  
From: (b) (6) <(b) (6) ANNAPOLIS.GOV>  
Reply To: (b) (6) <(b) (6) ANNAPOLIS.GOV>  
Date: Tue, 10 Sep 2019 14:28:45 -0400  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3677 bytes) , text/html (8 kB)

Hello Friend,

If you need to share with your web team a list of sites with FREE images, you can share with them this sheet. I put it together for my team and they love it.

<https://docs.google.com/spreadsheets/d/1YgLVwk8un26Mcn4SC9rIx0SukDoPoYuFs0bKsVYS38E/edit?usp=sharing>

Information from <https://blog.snappa.com> and <https://creativecommons.org/publicdomain/zero/1.0/>



(b) (6)  
**Web Developer, MIT**

160 Duke of Gloucester St.  
Annapolis MD, 21401  
tel (b) (6)

[website](#) | [map](#) | [email](#)



On Tue, Sep 10, 2019 at 11:12 AM Fotos, Christopher (FAA) <[000005df48aa8b42-dmarc-request@listserv.gsa.gov](mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov)> wrote:

Hi gang, I'm new to the list and apologies in advance if I'm not sending this correctly, but I'm trying to connect with other federal content managers involved with images on public-facing sites. I was a journalist for many years including having oversight of online photos and copyright issues. But questions come up on occasion about the limits of fair use and copyright, and I'd like to be in contact with experienced Feds to help avoid being rusty, especially in the social media age.

TIA/Chris

Christopher Fotos  
FAA Office of Communications/Web  
Management and Program Analyst  
AOC Photo Database Editor

800 Independence Ave. SW, Washington, DC 20591

10A/409W

202 267-3129

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---

**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues  
**From:** "(b) (6) [REDACTED] CIV DODHRA DMDC (US)"  
"(b) (6) [REDACTED]@MAIL.MIL">  
**Reply To:** "(b) (6) [REDACTED] CIV DODHRA DMDC (US)"  
**Date:** Wed, 11 Sep 2019 11:04:53 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (253 lines)

I will also mention the Library of Congress has a huge selection of curated images for use (former employee there). Their web team is amazing and if you need some other form of the image I am sure they would be happy to provide to you.

Thanks,

(b) (6) [REDACTED]

-----Original Message-----

From: Betsy Steele - QXC [mailto:betsy.steele@GSA.GOV]  
Sent: Tuesday, September 10, 2019 12:21 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

---

Hi Jeremy,  
The list should also include all federal entities that provide free fair use images and gifs. (Smithsonian, NARA and lots of etc.) There were a couple of docs compiled two or three years ago in the social media community of practice as this was an important topic then as well.  
It actually may have been before the explosion of Gifs but would still be helpful.  
Betsy

Betsy Steele

U.S. General Services Administration

Technology Transformation Service (TTS)

FedRAMP Education and Outreach

202-821-2125

On Tue, Sep 10, 2019 at 12:13 PM Jeremy Zilar - QXE <jeremy.zilar@gsa.gov < Caution-mailto:jeremy.zilar@gsa.gov > > wrote:

We definitely need more documentation around around image rights, crediting, the use of stock photos, etc... There are many thorny issues when it comes to archiving images that were paid for via a contract.

In my experience, images are the easiest thing to create these the hardest thing to publish \*correctly\* on the web.

Related: We are pulling together some guidance around "A list of services or companies that provide free, "fair-use" images and gifs".

It is going through our legal teams now, and should have an update soon. Caution-  
<https://github.com/GSA/digitalgov.gov/issues/1128> < Caution-  
<https://github.com/GSA/digitalgov.gov/issues/1128> >

This page will be just a start to the guidance that is needed. I am hoping that a page like this can grow to become a better resource for ALL things images, from legal considerations, contracts, crediting, best practices, sizing etc...

-jeremy

On Tue, Sep 10, 2019 at 11:54 AM Fotos, Christopher (FAA) <000005df48aa8b42-dmarc-request@listserv.gsa.gov < Caution-mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov > > wrote:

Thanks Mark! Very much appreciate it.

Just to be clear, my concern is with Fed sites (welp in my case, FAA), using images from other, third parties, other than instances including CCO and Unsplash/Pixabay.

Grey areas include the extent to which Feds grab photos off Twitter for use on .gov or social media, the extent to which our community uses, or does not use, link-backs to the original source in lieu of stating credit adjacent to the image, and some classic fair-use questions such as creating a collage from a bunch of copyrighted images.

Further chat welcomed—while bearing in mind I don't want to clog the listserv—and thanks to the other community member who contacted me offline, I'll be reaching out to you. That's another outcome I was hoping for so if anyone else is willing to touch base offline please do.

Tks:/C

From: Newell, Mark <mnewell@usgs.gov < Caution-mailto:mnewell@usgs.gov > >  
Sent: Tuesday, September 10, 2019 11:39 AM  
To: Fotos, Christopher (FAA) <Christopher.Fotos@faa.gov < Caution-mailto:Christopher.Fotos@faa.gov > >  
Cc: CONTENT-MANAGERS-L@listserv.gsa.gov < Caution-mailto:CONTENT-MANAGERS-L@listserv.gsa.gov >  
Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Fair Use & related photo rights issues

Chris:

From the USGS side, we consider the vast majority of our data "public domain", and request credit: [Caution-https://www.usgs.gov/information-policies-and-instructions/copyrights-and-credits](https://www.usgs.gov/information-policies-and-instructions/copyrights-and-credits) < Caution-<https://www.usgs.gov/information-policies-and-instructions/copyrights-and-credits> >

Same of our maps (my beat) when it come to copyright issues: [Caution-https://www.usgs.gov/faqs/are-us-topo-maps-copyrighted](https://www.usgs.gov/faqs/are-us-topo-maps-copyrighted) < Caution-<https://www.usgs.gov/faqs/are-us-topo-maps-copyrighted> > . Note that some commercial data cannot be reproduced with coordination.

Hope this helps. Thanx,

Mark

On Tue, Sep 10, 2019 at 10:12 AM Fotos, Christopher (FAA) <000005df48aa8b42-dmarc-request@listserv.gsa.gov < Caution-mailto:000005df48aa8b42-dmarc-request@listserv.gsa.gov > > wrote:

Hi gang, I'm new to the list and apologies in advance if I'm not sending this correctly, but I'm trying to connect with other federal content managers involved with images on public-facing sites. I was a journalist for many years including having oversight of online photos and copyright issues. But questions come up on occasion about the limits of fair use and copyright, and I'd like to be

in contact with experienced Feds to help avoid being rusty, especially in the social media age.

TIA/Chris

Christopher Fotos

FAA Office of Communications/Web

Management and Program Analyst

AOC Photo Database Editor

800 Independence Ave. SW, Washington, DC 20591

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--

Mark Newell, APR

USGS Office of Communications

(o) 573-308-3850

(c) (b) (6)

mnewell@usgs.gov < Caution-mailto:mnewell@usgs.gov >

nationalmap. < Caution-http://nationalmap.gov > gov < Caution-https://twitter.com/USGSTNM

>

@USGSTNM < Caution-https://twitter.com/USGSTNM >

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--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov) < Caution-mailto:jeremy.zilar@gsa.gov >  
Director Digital.gov / GSA — [digital.gov](http://digital.gov) < Caution-http://digital.gov >

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2/12/2021

change the message text to read: signoff content-managers-l

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Subject: How To Create Google Analytics Report With Google Data Studio  
 From: (b) (6) <(b) (6) ANNAPOLIS.GOV>  
 Reply To: (b) (6) <(b) (6) ANNAPOLIS.GOV>  
 Date: Wed, 11 Sep 2019 10:27:04 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (3196 bytes) , text/html (6 kB)

Good Morning,

I know many of you are tasked to provide your sites' analytics reports to the powers; some - weekly, some - monthly. If you use Google Analytics, you can create a report with Google Data Studio (FREE, part of Google Drive) once and, since it's dynamic, it will last forever.

I've created a dynamically populated webstats report for our site. The link is below. You can select any date range and see how our site has performed during that time period. I have used Google Data Studio for this report. As I've mentioned, it's a dashboard that displays data in a format specified from the sources specified. The beauty of this approach is that you don't have to submit a report monthly - the same dashboard can be used forever, just with differently selected time frames.

**The metrics I've pulled from Google Analytics are:**

1. pages viewed during time frame you've selected;
2. unique pages viewed;
3. number of sessions (visitors to our website);
4. % of desktop, mobile and tablet devices our site have been accessed from (pie chart);
5. pageviews vs. sessions (graph);
6. the most popular pages on our website and their URLs (table);
7. websites/search engines and how many times our users came from each of them (table);
8. browsers our site has been viewed with (pie chart);
9. keywords (search terms) users were entering in our search engine to find information on our website (table);
10. keywords (search terms) users were entering in search engines on other sites - to find information on our site (table).

<https://datastudio.google.com/s/g8MmoLuAEv0>



(b) (6)  
Web Developer, MIT

160 Duke of Gloucester St.  
Annapolis MD, 21401

tel (b) (6)

[website](#) | [map](#) | [email](#)



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**Subject:** Screen resolution for seniors?  
**From:** "Nickolas, Angela N. (CMS/OC)" <Angela.Nickolas@CMS.HHS.GOV>  
**Reply To:** Nickolas, Angela N. (CMS/OC)  
**Date:** Wed, 11 Sep 2019 15:14:12 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (21 lines)

Does anyone know of any research indicating what screen resolution seniors tend to use? I'm looking for some data to inform design decisions. Thanks!

\*\*\*\*\*

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\*\*\*\*\*

**Subject:** Re: Screen resolution for seniors?  
**From:** "Williams, David A." <david.williams@USPTO.GOV>  
**Reply To:** Williams, David A.  
**Date:** Wed, 11 Sep 2019 15:44:09 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (49 lines)

In a previous career I worked for AARP.  
[https://www.aarp.org/content/dam/aarp/research/surveys\\_statistics/general/2016/2016-technology-trends-older-americans.doi.10.26419%25252Fres.00140.001.pdf](https://www.aarp.org/content/dam/aarp/research/surveys_statistics/general/2016/2016-technology-trends-older-americans.doi.10.26419%25252Fres.00140.001.pdf) might help and there a contact email address for the author for more information.

-David

-----Original Message-----

**From:** Nickolas, Angela N. (CMS/OC) <000005e4ff1832f6-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, September 11, 2019 11:14 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Screen resolution for seniors?

Does anyone know of any research indicating what screen resolution seniors tend to use? I'm looking for some data to inform design decisions. Thanks!

\*\*\*\*\*

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employees, so please consider that before sharing outside our community.  
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**Subject:** Re: Screen resolution for seniors?  
**From:** Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV>  
**Reply To:** Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV>  
**Date:** Wed, 11 Sep 2019 12:24:14 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3234 bytes) , text/html (6 kB)

As you are looking for data and trends, please note that older Americans are increasingly using smartphones to access information. PEW has some great data.

On their [MOBILE FACT SHEET](#) you can see that 53% of folks over 65 have a smartphone and 12% don't have broadband and are smartphone dependent. And [also](#) 27% of folks 65+ still do not use the internet, at all. (My guess that this latter group is represented in the people without a smartphone so I'd offer that the % of internet users over 65 with a smartphone might be close to 2/3rds.)

tl;dr? Don't lock your users to a desktop experience.

cheers,  
-gk

-----  
**GWYNNE KOSTIN**  
Sr. Advisor and Director of Special Projects  
Office of Products and Program  
Technology Transformation Service  
[gwynne.kostin@gsa.gov](mailto:gwynne.kostin@gsa.gov)  
  
U.S. General Services Administration  
1800 F Street, NW  
Washington, DC 20405

-----  
On Wed, Sep 11, 2019 at 11:28 AM Nickolas, Angela N. (CMS/OC) <[000005e4ff1832f6-dmarc-request@listserv.gsa.gov](mailto:000005e4ff1832f6-dmarc-request@listserv.gsa.gov)> wrote:

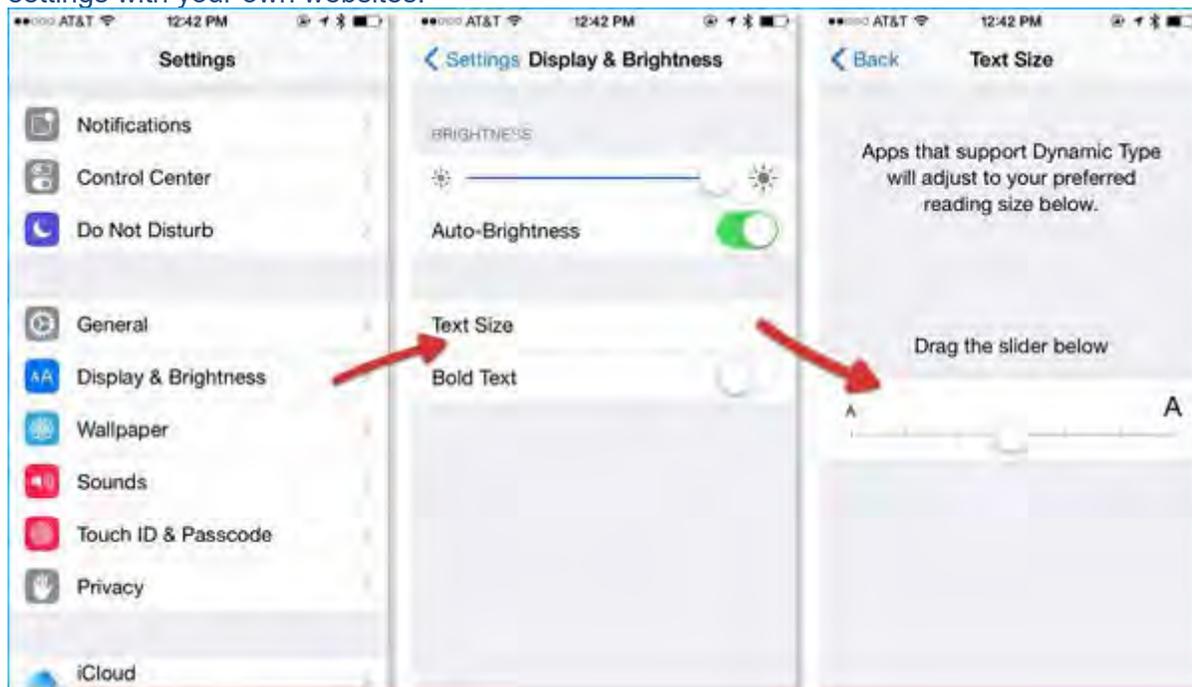
Does anyone know of any research indicating what screen resolution seniors tend to use? I'm looking for some data to inform design decisions. Thanks!

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Re: Screen resolution for seniors?  
**From:** "Centner, Teri" <mcen@LOC.GOV>  
**Reply To:** Centner, Teri  
**Date:** Wed, 11 Sep 2019 16:54:54 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.png (111 kB)

One thing with smartphones and seniors: they might opt for a larger text size, so it's a good idea to test those settings with your own websites.



**From:** Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV>  
**Sent:** Wednesday, September 11, 2019 12:24 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

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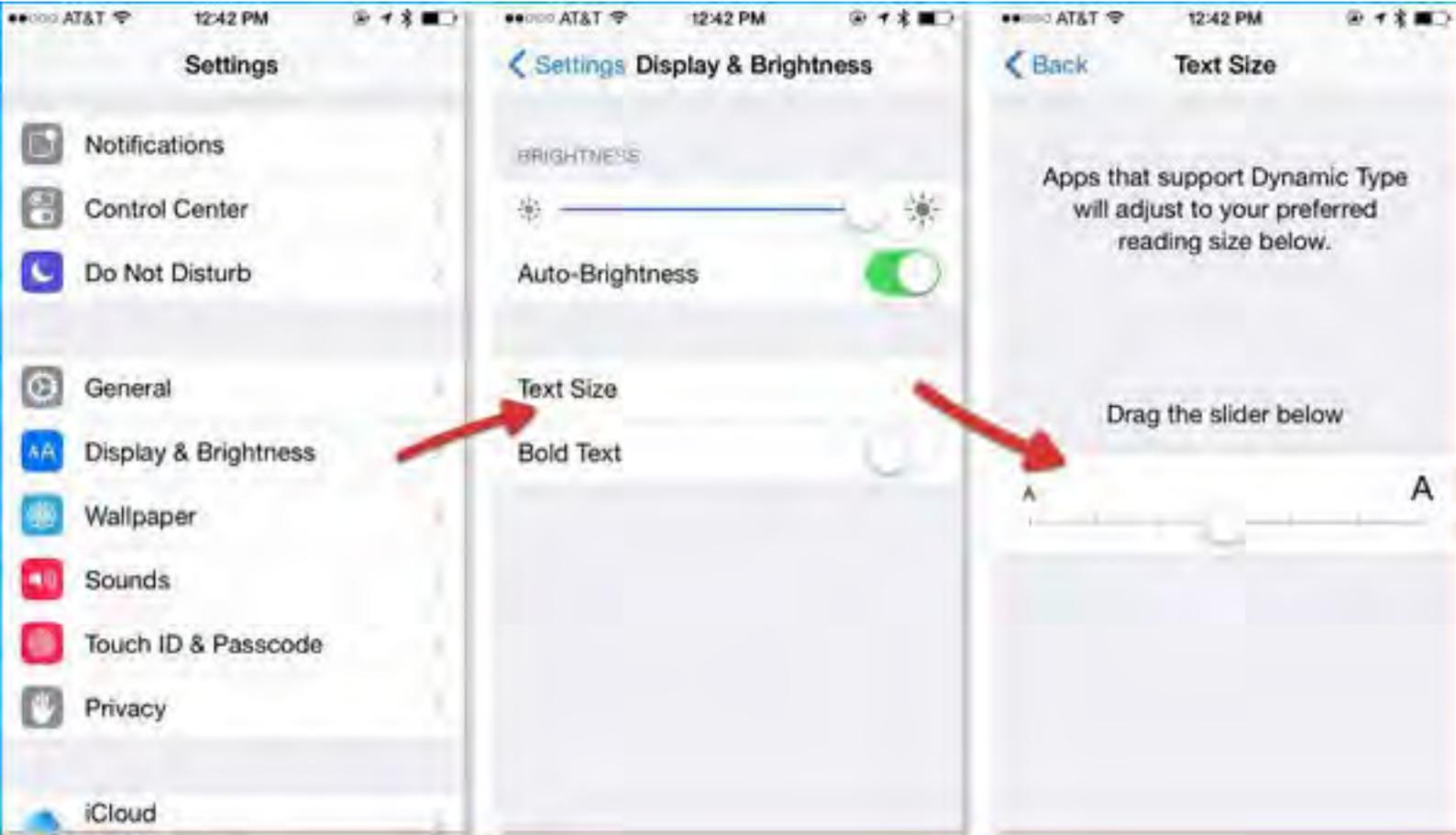
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Subject: Re: Screen resolution for seniors?  
From: (b) (6) (b) (6) @IOWA.GOV>  
Reply To: (b) (6)  
Date: Wed, 11 Sep 2019 12:08:44 -0500  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (13 kB)

I suspect the reliance on smartphones is even greater in rural states like Iowa. Geographically we have [large swaths of the state](#) with less than 25 Mbps broadband speed. Right now 45% of the visitors to Iowa.gov are via mobile devices, so definitely keep smartphone usage top of mind. Regardless of these statistics thank you, Gwynn, for sharing such useful information!

On Wed, Sep 11, 2019 at 11:28 AM Gwynne Kostin - QXF <[gwynne.kostin@gsa.gov](mailto:gwynne.kostin@gsa.gov)> wrote:

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--



(b) (6)  
Content Manager-Project Management Office  
1305 E Walnut Street | Des Moines, IA 50319  
1375 E (b) (6) - Physical Address  
mobile (b) (6)  
[ocio.iowa.gov](http://ocio.iowa.gov)



**Subject:** Re: Screen resolution for seniors?  
**From:** (b) ((b) (6)) <(b) (6)> HAWAII.GOV>  
**Reply To:** (b) ((b) (6))  
**Date:** Wed, 11 Sep 2019 19:05:13 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (147 lines)

I think more users than seniors on mobile can benefit from a discussion on screen resolution. I'm a desktop user.

Question about what I can see. Suppose I have two screens of the same size, for example 15" diagonals, and Screen A is 480 pixels wide and Screen B is 1024 pixels wide. At the user's default screen size do they display at the same size?

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... from <https://developer.mozilla.org/en-US/docs/Web/CSS/font-size>

I guess it's time to relearn CSS with "rem". And maybe some "grid".

Happy Wednesday,

(b) (6)

-----Original Message-----

**From:** Centner, Teri [mailto:mcen@LOC.GOV]  
**Sent:** Wednesday, September 11, 2019 6:55 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

One thing with smartphones and seniors: they might opt for a larger text size, so it's a good idea to test those settings with your own websites.

**From:** Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV>  
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**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

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tl;dr? Don't lock your users to a desktop experience.

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g <tel:(703)%20785-2959> wynne.kostin@gsa.gov <mailto:wynne.kostin@gsa.gov>

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**Subject:** Re: Screen resolution for seniors?  
**From:** "Bautch, Brady J." <Brady.Bautch2@VA.GOV>  
**Reply To:** Bautch, Brady J.  
**Date:** Wed, 11 Sep 2019 19:37:48 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (183 lines)

Jakob Nielsen had a report this week on usability for seniors that I found helpful.

<https://www.nngroup.com/articles/usability-for-senior-citizens/>

Typically I use Arial, 12 pt. Color is always Black on white background.

Brady Bautch  
Public Affairs Specialist  
Veterans Health Administration  
Population Health Services (10P4V)  
Patient Care Services  
Phone: 715.598.4167

U.S. Navy (Ret.)  
Honor, Courage, Commitment

-----Original Message-----

From: (b) (6) <(b) (6)> HAWAII.GOV>  
Sent: Wednesday, September 11, 2019 2:05 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

I think more users than seniors on mobile can benefit from a discussion on screen resolution. I'm a desktop user.

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"Note: To maximize accessibility, it is generally best to use values that are relative to the user's default font size. "

... from <https://developer.mozilla.org/en-US/docs/Web/CSS/font-size>

I guess it's time to relearn CSS with "rem". And maybe some "grid".

Happy Wednesday,

(b) (6)

2/12/2021

-----Original Message-----

From: Centner, Teri [mailto:mcen@LOC.GOV]

Sent: Wednesday, September 11, 2019 6:55 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

One thing with smartphones and seniors: they might opt for a larger text size, so it's a good idea to test those settings with your own websites.

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Sent: Wednesday, September 11, 2019 12:24 PM

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Subject: Re: Screen resolution for seniors?  
 From: Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
 Reply To: Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
 Date: Wed, 11 Sep 2019 15:49:21 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (9 kB) , text/html (12 kB)

Question about what I can see. Suppose I have two screens of the same size, for example 15" diagonals, and Screen A is 480 pixels wide and Screen B is 1024 pixels wide. At the user's default screen size do they display at the same size?  
 I believe the answer is - No, they do not display at the same size.  
 If so, where does one set font size? Same as before? I'm used to using the body element.

Many design systems or templates are relative vs. absolute in layout, element and font sizing, etc. - that's the best way to handle it; use a system that is designed to be responsive to the end user automatically. If you search through the US Digital Web Design System documentation (<https://designsystem.digital.gov/documentation/>) for the word responsive, you can see where you can further customize/tweak how content is displayed on different sized displays. There's still some work but it's a lot less than rolling your own from raw HTML pages.

The layout grid documentation page provides a quick overview, context and examples: <https://designsystem.digital.gov/utilities/layout-grid/>

USDWS certainly isn't the only system that works this way; it just happens to be free and targeted at the US Government to encourage consistency.

I didn't realize but others have integrated the US Digital Web Design system with drupal, wordpress and other systems <https://designsystem.digital.gov/documentation/implementations/> - pretty neat!

On Wed, Sep 11, 2019 at 3:09 PM (b) (b) (6) <(b) (6) (6)@hawaii.gov> wrote:

I think more users than seniors on mobile can benefit from a discussion on screen resolution. I'm a desktop user.

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(b) (6) y Wednesday,

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Sent: Wednesday, September 11, 2019 6:55 AM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

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Sent: Wednesday, September 11, 2019 12:24 PM

To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

As you are looking for data and trends, please note that older Americans are increasingly using smartphones to access information. PEW has some great data.

On their MOBILE FACT SHEET you can see that 53% of folks over 65 have a smartphone and 12% don't have broadband and are smartphone dependent. And also <<https://www.pewresearch.org/fact-tank/2019/04/22/some-americans-dont-use-the-internet-who-are-they/>> 27% of folks 65+ still do not use the internet, at all. (My guess that this latter group is represented in the people without a smartphone so I'd offer that the % of internet users over 65 with a smartphone might be close to 2/3rds.)

tl;dr? Don't lock your users to a desktop experience.

cheers,

-gk

-----  
GWYNNE KOSTIN

Sr. Advisor and Director of Special Projects

Office of Products and Program

Technology Transformation Service

TECHNOLOGY TRANSFORMATION SERVICE

g <tel:(703)%20785-2959> [wynne.kostin@gsa.gov](mailto:wynne.kostin@gsa.gov) <mailto:[wynne.kostin@gsa.gov](mailto:wynne.kostin@gsa.gov)>

U.S. General Services Administration  
1800 F Street, NW

Washington, DC 20405

-----  
  
On Wed, Sep 11, 2019 at 11:28 AM Nickolas, Angela N. (CMS/OC) <[000005e4ff1832f6-dmarc-request@listserv.gsa.gov](mailto:000005e4ff1832f6-dmarc-request@listserv.gsa.gov)> <mailto:[000005e4ff1832f6-dmarc-request@listserv.gsa.gov](mailto:000005e4ff1832f6-dmarc-request@listserv.gsa.gov)> > wrote:

Does anyone know of any research indicating what screen resolution seniors tend to use? I'm looking for some data to inform design decisions. Thanks!

\*\*\*\*\*

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** Re: Screen resolution for seniors?  
**From:** (b) ((b) (6)) <(b) (6)> HAWAII.GOV>  
**Reply To:** (b) ((b) (6))  
**Date:** Wed, 11 Sep 2019 20:41:18 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (205 lines)

Thanks for the article. I'm going to file it for reuse.

>> Typically I use Arial, 12 pt. Color is always Black on white background.

Can't say I would go as far. But most the time when I write digital, I use HTML and CSS but no JavaScript.

If I write paper, I prefer fountain pen and any kine color ink (I live Hawaii and color is more happyful) on 8-1/2x11 paper. Since I rarely ever visit the internet "in public", for me, "mobile" is a couple pens and a pad of paper.

I'm not against mobile as in smart phones, but prefer I desktop. I'm over 65. Even when younger. I used a DOS HP 95 LX back in the Win 95 days only as a "peripheral" to my desktop - for lookups and spot edits.

My reason for a desktop in my personal space is input, edit, and processing content. That's what I need. So it's not the device or the interface or convenience, that is primary, but what I want to do. I'm not talking work now, but the twists and turns of everyday life.

Muchos mahalos,

(b) (6)

-----Original Message-----

**From:** Bautch, Brady J. [mailto:Brady.Bautch2@va.gov]  
**Sent:** Wednesday, September 11, 2019 9:38 AM  
**To:** (b) ((b) (6)) <(b) (6)> hawaii.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** RE: [CONTENT-MANAGERS-L] Screen resolution for seniors?

Jakob Nielsen had a report this week on usability for seniors that I found helpful.

<https://www.nngroup.com/articles/usability-for-senior-citizens/>

Typically I use Arial, 12 pt. Color is always Black on white background.

Brady Bautch  
Public Affairs Specialist  
Veterans Health Administration  
Population Health Services (10P4V)  
Patient Care Services  
Phone: 715.598.4167

U.S. Navy (Ret.)  
Honor, Courage, Commitment

-----Original Message-----

From: (b) (6) <(b) (6)> HAWAII.GOV>  
Sent: Wednesday, September 11, 2019 2:05 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

I think more users than seniors on mobile can benefit from a discussion on screen resolution. I'm a desktop user.

Question about what I can see. Suppose I have two screens of the same size, for example 15" diagonals, and Screen A is 480 pixels wide and Screen B is 1024 pixels wide. At the user's default screen size do they display at the same size?

I believe the answer is - No, they do not display at the same size.

If so, where does one set font size? Same as before? I'm used to using the body element.

I've never set font size in the html element. Sounds spicy.

"Note: To maximize accessibility, it is generally best to use values that are relative to the user's default font size. "

... from <https://developer.mozilla.org/en-US/docs/Web/CSS/font-size>

I guess it's time to relearn CSS with "rem". And maybe some "grid".

Happy Wednesday,

(b) (6)

-----Original Message-----

From: Centner, Teri [mailto:mcen@LOC.GOV]  
Sent: Wednesday, September 11, 2019 6:55 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

One thing with smartphones and seniors: they might opt for a larger text size, so it's a good idea to test those settings with your own websites.

From: Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV>  
Sent: Wednesday, September 11, 2019 12:24 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

As you are looking for data and trends, please note that older Americans are increasingly using smartphones to access information. PEW has some great data.

2/12/2021

On their MOBILE FACT SHEET you can see that 53% of folks over 65 have a smartphone and 12% don't have broadband and are smartphone dependent. And also <<https://www.pewresearch.org/fact-tank/2019/04/22/some-americans-dont-use-the-internet-who-are-they/>> 27% of folks 65+ still do not use the internet, at all. (My guess that this latter group is represented in the people without a smartphone so I'd offer that the % of internet users over 65 with a smartphone might be close to 2/3rds.)

tl;dr? Don't lock your users to a desktop experience.

cheers,

-gk

-----  
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Office of Products and Program

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g <tel:(703)%20785-2959> wynne.kostin@gsa.gov <mailto:wynne.kostin@gsa.gov>

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On Wed, Sep 11, 2019 at 11:28 AM Nickolas, Angela N. (CMS/OC) <000005e4ff1832f6-dmarc-request@listserv.gsa.gov <mailto:000005e4ff1832f6-dmarc-request@listserv.gsa.gov> > wrote:

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**Subject:** Re: Screen resolution for seniors?  
**From:** (b) ((b) (6)) <(b) (6)> HAWAII.GOV>  
**Reply To:** (b) ((b) (6))  
**Date:** Wed, 11 Sep 2019 21:10:51 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (206 lines)

Thanks Eric.

At work, templates are provided - content management and email. I need to know nothing. But all my other digital writing is in HTML and CSS, or spreadsheet PDF. And in that arena, I can continue to learn about the content on the web outside a specific set of apps. To me, it's more fun and often useful, like how simple home cooking can help one understand the menu in a restaurant.

And, more economical.

I'll look through the documentation you suggested but I don't think it matters where I work.

My interest in this topic is for my everyday digital writing, including family pictures. Just the basics, not about apps.

Take care,

(b) (6)

-----Original Message-----

**From:** Eric Eskam - QT3KAB [mailto:eric.eskam@gsa.gov]  
**Sent:** Wednesday, September 11, 2019 9:49 AM  
**To:** (b) ((b) (6)) <(b) (6)> hawaii.gov>  
**Cc:** CONTENT-MANAGERS-L@listserv.gsa.gov  
**Subject:** Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

Question about what I can see. Suppose I have two screens of the same size, for example 15" diagonals, and Screen A is 480 pixels wide and Screen B is 1024 pixels wide. At the user's default screen size do they display at the same size?

I believe the answer is - No, they do not display at the same size.

If so, where does one set font size? Same as before? I'm used to using the body element.

Many design systems or templates are relative vs. absolute in layout, element and font sizing, etc. - that's the best way to handle it; use a system that is designed to be responsive to the end user automatically. If you search through the US Digital Web Design System documentation (<https://designsystem.digital.gov/documentation/>) for the word responsive, you can see where you can further customize/tweak how content is displayed on different sized displays. There's still some work but it's a lot less than rolling your own from raw HTML pages.

The layout grid documentation page provides a quick overview, context and examples: <https://designsystem.digital.gov/utilities/layout-grid/>

USDWS certainly isn't the only system that works this way; it just happens to be free and targeted at the US Government to encourage consistency.

I didn't realize but others have integrated the US Digital Web Design system with drupal, wordpress and other systems <https://designsystem.digital.gov/documentation/implementations/> - pretty neat!

On Wed, Sep 11, 2019 at 3:09 PM (b) ((b) (6)) <(b) (6)> hawaii.gov  
<mailto:(b) (6)> hawaii.gov> > wrote:

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Happy Wednesday,

(b) (6)

-----Original Message-----

From: Centner, Teri [mailto:mcen@LOC.GOV <mailto:mcen@LOC.GOV> ]

Sent: Wednesday, September 11, 2019 6:55 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

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From: Gwynne Kostin - QXF <gwynne.kostin@GSA.GOV <mailto:gwynne.kostin@GSA.GOV> >

Sent: Wednesday, September 11, 2019 12:24 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Screen resolution for seniors?

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<mailto:wynne.kostin@gsa.gov <mailto:wynne.kostin@gsa.gov> >

U.S. General Services Administration  
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On Wed, Sep 11, 2019 at 11:28 AM Nickolas, Angela N. (CMS/OC) <000005e4ff1832f6-dmarc-request@listserv.gsa.gov <mailto:000005e4ff1832f6-dmarc-request@listserv.gsa.gov>

Subject: podcasts  
From: (b) (6) <(b) (6)@TVA.GOV>  
Reply To: (b) (6)  
Date: Thu, 12 Sep 2019 18:04:27 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (2067 bytes) , text/html (9 kB)

If your organization has (or is considering) a podcast, would you please provide the following information about it?

- Name of podcast
- Audience / Intent
- Content (talks, discussions, interviews, stories, etc.)
- Tone (professional, technical, engaging, playful, etc.)
- Is there an accompanying website?
- Was it done in-house or outsourced?
- Lessons learned

Thanks for your input!

(b) (6)  
Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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Subject: Re: podcasts  
 From: (b) (6) <(b) (6)@JAMESCITYCOUNTYVA.GOV>  
 Reply To: (b) (6) <(b) (6)@JAMESCITYCOUNTYVA.GOV>  
 Date: Thu, 12 Sep 2019 18:21:31 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (5 kB) , text/html (15 kB) , image001.jpg (5 kB)

We have had a podcast since mid-2017 with 99 episodes and a total of over 11,000 listens! I am sure Joe Rogan is super intimidated!

Name - This Week in James City County  
 Audience – James City County residents ~73,000  
 Intent – To provide more information about County services, employees, etc.  
 Content – Interviews with “get-to-know-you” type questions at the end  
 Website – <https://jamescitycountyva.gov/podcast>  
 All in-house  
 Lessons learned – Since our potential audience is small, it is taking a long time to grow but average listens per episode continue to go up and I am having fun with it.

Please let me know if you have questions!

(b) (6)

(b) (6)  
 Public Information Officer



Public Information  
 101-D Mounts Bay Road  
 Williamsburg, VA 23185  
 P: (b) (6)  
 C: (b) (6)  
[jamescitycountyva.gov](http://jamescitycountyva.gov)

---

From: (b) (6) <0000024aca46228a-dmarc-request@LISTSERV.GSA.GOV>  
 Sent: Thursday, September 12, 2019 2:04 PM  
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
 Subject: [CONTENT-MANAGERS-L] podcasts

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- Name of podcast
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- Content (talks, discussions, interviews, stories, etc.)
- Tone (professional, technical, engaging, playful, etc.)
- Is there an accompanying website?
- Was it done in-house or outsourced?
- Lessons learned

Thanks for your input!

(b) (6)

Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

Subject: Re: podcasts  
 From: "(b) (6)" (DHS) <"(b) (6)"@STATE.MN.US>  
 Reply To: "(b) (6)" (DHS)  
 Date: Thu, 12 Sep 2019 19:26:05 +0000  
 Content-Type: multipart/related  
 text/plain (6 kB) , text/html (23 kB) , image001.jpg (7 kB) ,  
 Parts/Attachments: image002.png (7 kB) , image003.png (7 kB) , image004.png (7 kB) ,  
 image005.jpg (7 kB) , image006.jpg (7 kB)

Hello!

I can offer some insights from a state agency perspective. Last year, we created our first podcast for the Minnesota Department of Natural Resources. Tons of fun. Tons of work. BUT, there's hope for a season three next year.

- **Name of podcast**  
Prairie Pod
- **Audience / Intent**  
Folks working in conservation, with a focus on prairie conservation, restoration/reconstruction and management.
- **Content (talks, discussions, interviews, stories, etc.)**  
All of the above! Season two focused on interviews. People were excited to be invited to participate. The format is two hosts (Megan and Jess) chatting about the work they do around prairies. As topics warrant, they'll interview experts (like the butterfly guy at the Minnesota Zoo).
- **Tone (professional, technical, engaging, playful, etc.)**  
Technical discussions, but with engaging and playful hosts.
- **Is there an accompanying website?**  
Yes – [Prairie Pod](#). Each episode is available online and lots of links to resources and websites referenced during the episode.
- **Was it done in-house or outsourced?**  
Podcast was done in-house but transcription was outsourced. We learned our lesson during the first season. Transcribing a 45-minute podcast is no joke.
- **Lessons learned**
  - Getting buy-in from leadership was not easy. We heard lots of "who would listen to a 45 minute podcast of people talking?". **\*sigh\*** We had to pull together lots of info on the popularity of podcasts and how that aligned with our target audience. We also had to provide detailed outlines of each episode to ease folks into the idea of these living forever in internet-land.
  - You don't need fancy equipment but I would highly invest in a good mic set-up. The first season was recorded under a table covered in blankets. ;)
  - Build in time (or money) for transcribing. If it's in-house, adjust your timeline for longer than you think. If you're able to outsource it, there's lots of options but you might need to be a little more hands-on than you'd like.

Looking forward to hearing from other folks! And happy to answer any specific questions.

ks –  
(b) (6)

(b) (6)  
Content Strategist | Disability Services Division

**Minnesota Department of Human Services**  
 St. Paul, MN, 55101  
 651-431-2256  
[mn.gov/dhs](http://mn.gov/dhs)





**From:** (b) (6) <0000024aca46228a-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Thursday, September 12, 2019 1:04 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] podcasts

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- Audience / Intent
- Content (talks, discussions, interviews, stories, etc.)
- Tone (professional, technical, engaging, playful, etc.)
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- Was it done in-house or outsourced?
- Lessons learned

Thanks for your input!

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Program Manager, Digital Communications  
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(b) (6) (w)  
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**Subject:** Re: podcasts  
**From:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Reply To:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Date:** Mon, 16 Sep 2019 10:28:57 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (11 kB)

Under lessons learned there are lots of good resources on how to record podcasts. As an avid podcast listener, it's beyond distracting and a huge turn off when the audio quality of a podcast is not great. Many are probably thinking that's an obvious statement since we are talking about podcasts, but I'm always amazed at how many podcasts get started, have poor audio quality and eventually the podcast fails. The worst podcast with poor audio quality I listen to is ironically recorded by professional audio guys talking about producing live sound. Thankfully I listen to podcasts in Overcast, an iOS app that has amazing audio processing including a handy setting (Voice Boost) that evens out voices and normalizes them; otherwise that podcast would be unlistenable. If it wasn't for Overcast and the content wasn't compelling enough I would have dumped it long ago. So please don't do that!

A great resource is Jason Snell of [sixcolors.com](http://sixcolors.com) - Jason used to edit/write for tech magazines; in his post-magazine life he now spends most of his time producing podcasts. He shares many lessons learned here: <https://sixcolors.com/topic/podcasting/>

Despite being from a heavy Apple perspective, much of what he talks about is still applicable even if you use Windows to produce your podcasts. He has a general article here that is an excellent read for anyone pondering starting a podcast: <https://sixcolors.com/post/2015/01/how-i-podcast-recording/>

In particular there are articles talking about [editing podcasts](#), [selecting/reviewing hardware](#), [removing background noise](#) and getting the best quality audio [from remote hosts/guests](#). Indeed, if you have to have remote hosts/guests (you can't get everyone in the same room), having them record their audio locally and having them send the recording to you for the final edit is the absolute best way to get the best quality. You can record over a phone or skype, but it's not going to be great. Yes, it really is worth the effort to get a local recording from your remote participants! Recording locally can be technically daunting (and an impossible ask for most guests), but there are services like [Cast](#) that provide you the conferencing interface for guests to use, automatically records them locally (through the browser) during the podcast session, then automatically uploads the locally recorded audio file at the end of your session with them so you can maintain that quality. There might be others now that Cast has been around for a few years so it could be worth a search if this is something you might need routinely.

Finally - chapters are cool - especially for anything over 10 minutes in length or for podcasts covering many topics in a single episode. If you are using a Mac to produce your podcasts, one of the best tools to encode your podcast and also create/maintain chapters is [Forecast](#) and it's free! Custom chapter art can also help drive the message home and provide some visual supplements; most podcast players on iOS and Android know how to handle them now. For topic oriented podcasts, I find myself listening to ones with chapters first which means many that don't have chapters never get listened to (there is never enough time to listen to all the podcasts!)

Good luck!

Eric

On Thu, Sep 12, 2019 at 2:05 PM (b) (6) <[0000024aca46228a-dmarc-request@listserv.gsa.gov](mailto:0000024aca46228a-dmarc-request@listserv.gsa.gov)> wrote:

If your organization has (or is considering) a podcast, would you please provide the following information about it?

- Name of podcast
- Audience / Intent
- Content (talks, discussions, interviews, stories, etc.)
- Tone (professional, technical, engaging, playful, etc.)
- Is there an accompanying website?
- Was it done in-house or outsourced?
- Lessons learned

Thanks for your input!

(b) (6)  
Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

**Subject:** Re: podcasts  
**From:** "Holmes, Risha (ACF)" <Risha.Holmes@ACF.HHS.GOV>  
**Reply To:** Holmes, Risha (ACF)  
**Date:** Tue, 17 Sep 2019 19:20:58 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (8 kB) , text/html (17 kB)

Our agency has a few one-off podcasts from the Child Welfare Information Gateway, but as a follow up we want to know how government agencies are hosting podcasts? Is anyone using a multi-podcast hosting platform that allows you to feature several podcasts/series?

**From:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Sent:** Monday, September 16, 2019 10:29 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] podcasts

Under lessons learned there are lots of good resources on how to record podcasts. As an avid podcast listener, it's beyond distracting and a huge turn off when the audio quality of a podcast is not great. Many are probably thinking that's an obvious statement since we are talking about podcasts, but I'm always amazed at how many podcasts get started, have poor audio quality and eventually the podcast fails. The worst podcast with poor audio quality I listen to is ironically recorded by professional audio guys talking about producing live sound. Thankfully I listen to podcasts in Overcast, an iOS app that has amazing audio processing including a handy setting (Voice Boost) that evens out voices and normalizes them; otherwise that podcast would be unlistenable. If it wasn't for Overcast and the content wasn't compelling enough I would have dumped it long ago. So please don't do that!

A great resource is Jason Snell of [sixcolors.com](https://sixcolors.com) - Jason used to edit/write for tech magazines; in his post-magazine life he now spends most of his time producing podcasts. He shares many lessons learned here: <https://sixcolors.com/topic/podcasting/>

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In particular there are articles talking about [editing podcasts](#), [selecting/reviewing hardware](#), [removing background noise](#) and getting the best quality audio [from remote hosts/guests](#). Indeed, if you have to have remote hosts/guests (you can't get everyone in the same room), having them record their audio locally and having them send the recording to you for the final edit is the absolute best way to get the best quality. You can record over a phone or skype, but it's not going to be great. Yes, it really is worth the effort to get a local recording from your remote participants! Recording locally can be technically daunting (and an impossible ask for most guests), but there are services like [Cast](#) that provide you the conferencing interface for guests to use, automatically records them locally (through the browser) during the podcast session, then automatically uploads the locally recorded audio file at the end of your session with them so you can maintain that quality. There might be others now that Cast has been around for a few years so it could be worth a search if this is something you might need routinely.

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Good luck!

Eric

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- Name of podcast
- Audience / Intent
- Content (talks, discussions, interviews, stories, etc.)
- Tone (professional, technical, engaging, playful, etc.)
- Is there an accompanying website?
- Was it done in-house or outsourced?
- Lessons learned

Thanks for your input!

(b) (6)  
Program Manager, Digital Communications  
Digital & Creative Services

Tennessee Valley Authority  
400 W. Summit Hill Drive  
Knoxville, TN 37902

(b) (6) (w)  
(b) (6) [tva.gov](http://tva.gov)

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<https://protect2.fireeye.com/url?k=d1bce986-8de9e056-d1bcd8b9-0cc47a6a52de-8ac5ae375fd527f4&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** Job Opening: Snr. Content/UX Analyst in SF  
**From:** (b) (6) <(b) (6)@JUD.CA.GOV>  
**Reply To:** (b) (6)  
**Date:** Tue, 17 Sep 2019 19:44:50 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (2177 bytes) , text/html (5 kB)

Dear Colleagues: the Judicial Council of California (the California court system) is seeking a Snr Content/UX Analyst (state classification: Senior Business Systems Analyst) to join the Web/Digital Services Team in San Francisco, CA.

We're looking for a well-rounded, high-performing Web UX and Content Analyst to help us deliver outstanding digital services to provide greater access to justice for all Californians.

**Applications Due No Later Than: 5:00pm September 29, 2019.**

[https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcareers.jud.ca.gov%2Fpsp%2Frecruit1%2FEMPLOYEE%2FHRS%2Fc%2FHRS\\_HR/](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fcareers.jud.ca.gov%2Fpsp%2Frecruit1%2FEMPLOYEE%2FHRS%2Fc%2FHRS_HR/)

(b) (6) Supervisor, Web Services  
Information Technology | Operations & Programs Division  
Judicial Council of California  
455 Golden Gate Avenue  
San Francisco, CA 94102  
(b) (6) | (b) (6) [jud.ca.gov](http://jud.ca.gov) | [www.courts.ca.gov](http://www.courts.ca.gov)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** Vacancy Announcement: GS-13 Social Media Lead in Washington, DC  
**From:** Achaia Walton <awalton@VOANEWS.COM>  
**Reply To:** Achaia Walton <awalton@VOANEWS.COM>  
**Date:** Tue, 17 Sep 2019 22:14:10 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1908 bytes) , [text/html](#) (4 kB)

Hello everyone!

We are still searching for a new social media lead to work with our 40+ language services on their respective digital engagement and marketing strategies and to be our point of contact with major social platforms around the world. Please check out the listing below and consider applying if you're interested.

We are located near Federal Center in SW DC. The position is telework-eligible.

DE-10588184-19-JB; Audience Engagement Analyst, GS-0301-13  
<https://www.usajobs.gov/GetJob/ViewDetails/544686900>  
Close: September 19, 2019

Thanks,  
Kaya

**Kaya Walton**  
Director of Analytics | **VOA Digital**  
ph: 202-382-5822  
em: awalton@voanews.com

---

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

**Subject:** Preventing intentional PII misuse  
**From:** Henderson Anne <Henderson.Anne@PBGC.GOV>  
**Reply To:** Henderson Anne <Henderson.Anne@PBGC.GOV>  
**Date:** Wed, 18 Sep 2019 13:46:51 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2766 bytes) , [text/html](#) (6 kB)

Good morning!

At our agency, we have a large team of contractors who interact with our customers' Personally Identifiable Information (PII) every day. We're interested in conveying to them the significant legal consequences of data theft and misuse, in order to deter any potential future behavior.

We want to tell them that intentional, illegal misuse of PII will be discovered and prosecuted – so it's more than just talking about data protection and cybersecurity.

Does anyone have programs like this, or information they can share? Specifically, if you have graphics or communication plans that would be great. Thank you!

Anne Henderson  
Senior Advisor for External Affairs  
Office of Policy and External Affairs  
Pension Benefit Guaranty Corporation  
202-229-3253  
[Henderson.Anne@pbgc.gov](mailto:Henderson.Anne@pbgc.gov)

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**Subject:** Re: Preventing intentional PII misuse  
**From:** "(b) (6)" (CIV US NDU/COO)" "(b) (6)"@NDU.EDU>  
**Reply To:** "(b) (6)" (CIV US NDU/COO)  
**Date:** Wed, 18 Sep 2019 15:45:43 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (101 lines)

Anne:

This year, the Joint Staff issued mandatory annual training requirements for contractors. The five courses -- all delivered through Joint Knowledge Online (JKO), <https://jkodirect.jten.mil/Atlas2/page/login/Login.jsf>, --are:

Title	Course Link	Course
Length (Hrs) Governing Directive		
DOD-US1364-19 Joint Staff Cyber Awareness Challenge	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=DOD&amp;course_number=-US1364-19">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=DOD&amp;course_number=-US1364-19</a>	1.0
DoD 8570.01M		
JS-US002 Joint Staff Privacy Act Awareness (FOUO)	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US002">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US002</a>	0.5
	DoDD 5400.11	
JS-US009 Joint Staff Operations Security (OPSEC)	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US009">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US009</a>	1.0
	DoDD 5205.02	
JS-US028 Joint Staff Information/Records Management	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US028">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US028</a>	1.0
DoDI 5015.2 / DoDD M-12-18		
JS-US066 Joint Staff Derivative Classification	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US066">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US066</a>	1.0
	Executive Order 13526	
JS-US072 Joint Staff Insider Threat Awareness	<a href="https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US072">https://jkosupport.jten.mil/html/COI.xhtml?course_prefix=JS&amp;course_number=-US072</a>	0.5
	Executive Order 13587	

JKO is supposed to take registrations from users with PIVs as well as CACs, so it should be available to all federal employees with at CAC. There are no restrictions that exclude contractors.

DoD's "Safeguarding Personally Identifiable Information" Training Course (<https://www.rmda.army.mil/privacy/training/storyPortal.html>) is available to anyone at any time to refresh their training. The video course does not require registration or a CAC.

We toyed with having fac/staff/ctrs sign an additional PII Security Statement, but ultimately decided that our Network Access Request Form (which is signed) covers that. You can see that form, and its PII/Data Usage language at <https://www.ndu.edu/Portals/59/Documents/Incoming/SAAR%202875s/AY20%20TDY%20Student%204-page%202875%2023%20Jan%202019.pdf>

Finally, I've seen references to "Discipline Matrices" by federal agencies that are distributed to new employees -- or maybe, new idea, hung in contractor areas??? You can see one in the appendices of [https://www.gsa.gov/cdnstatic/insite/HRM\\_97511\\_Maintaining\\_Discipline\\_%28Version\\_for\\_Posting\\_-\\_7-9-2018\\_.pdf](https://www.gsa.gov/cdnstatic/insite/HRM_97511_Maintaining_Discipline_%28Version_for_Posting_-_7-9-2018_.pdf)

(b) (6)  
 Knowledge Management Officer  
 National Defense University  
 Fort McNair  
 Washington, DC 20319

Desk: 202-685-3789

-----Original Message-----

From: Henderson Anne [mailto:000005efcaad9371-dmarc-request@LISTSERV.GSA.GOV]

Sent: Wednesday, September 18, 2019 9:47 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Preventing intentional PII misuse

Good morning!

At our agency, we have a large team of contractors who interact with our customers' Personally Identifiable Information (PII) every day. We're interested in conveying to them the significant legal consequences of data theft and misuse, in order to deter any potential future behavior.

We want to tell them that intentional, illegal misuse of PII will be discovered and prosecuted - so it's more than just talking about data protection and cybersecurity.

Does anyone have programs like this, or information they can share? Specifically, if you have graphics or communication plans that would be great. Thank you!

Anne Henderson

Senior Advisor for External Affairs

Office of Policy and External Affairs

Pension Benefit Guaranty Corporation

202-229-3253

Henderson.Anne@pbgc.gov <mailto:Henderson.Anne@pbgc.gov>

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**Subject:** Re: Job Opening: Snr. Content/UX Analyst in SF  
**From:** (b) (6) <(b) (6)@JUD.CA.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 18 Sep 2019 16:21:42 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (8 kB)

Here's a link to the posting on Code for America. I've heard that the previous link was not working.

<https://jobs.codeforamerica.org/job-postings/1365-senior-user-experience-content-analyst-senior-business-systems-analyst-jo-5041>

(b) (6) Supervisor, Web Services  
Information Technology | Operations & Programs Division  
Judicial Council of California  
455 Golden Gate Avenue  
San Francisco, CA 94102

(b) (6) | (b) (6) [jud.ca.gov](http://jud.ca.gov) | [www.courts.ca.gov](http://www.courts.ca.gov)

---

**From:** (b) (6) <(b) (6)> JUD.CA.GOV  
**Sent:** Tuesday, September 17, 2019 12:45 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Job Opening: Snr. Content/UX Analyst in SF

Dear Colleagues: the Judicial Council of California (the California court system) is seeking a Snr Content/UX Analyst (state classification: Senior Business Systems Analyst) to join the Web/Digital Services Team in San Francisco, CA.

We're looking for a well-rounded, high-performing Web UX and Content Analyst to help us deliver outstanding digital services to provide greater access to justice for all Californians.

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**Subject:** Re: Preventing intentional PII misuse  
**From:** Ryan Wold - QXA <ryan.wold@GSA.GOV>  
**Reply To:** Ryan Wold - QXA <ryan.wold@GSA.GOV>  
**Date:** Wed, 18 Sep 2019 11:40:22 -0700  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (6 kB)

See this guidance from the GSA at <https://www.gsa.gov/directives-library/gsa-rules-of-behavior-for-handling-personally-identifiable-information-pii-21801-cio-p>.

And, the linked .pdf from that page articulates professional and criminal Penalties.

On Wed, Sep 18, 2019 at 6:47 AM Henderson Anne <[000005efcaad9371-dmarc-request@listserv.gsa.gov](mailto:000005efcaad9371-dmarc-request@listserv.gsa.gov)> wrote:

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--

Ryan Wold  
Innovation Specialist / Feedback Analytics  
TTS / OPP

**Subject:** 2019 Interagency Agenda and Keynote Speakers. Please register and come!  
**From:** John Sullivan - M1EB <john.j.sullivan@GSA.GOV>  
**Reply To:** John Sullivan - M1EB <john.j.sullivan@GSA.GOV>  
**Date:** Wed, 18 Sep 2019 17:51:04 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (4 kB) , text/html (50 kB)



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Are you ready for the 2019 Interagency Accessibility Forum (IAAF)? We've gone above and beyond this year to bring you an exciting lineup of keynote speakers.

- [Register for IAAF today!](#)

### Monday Keynotes

- *The Right Talent, Right Now* - **Jennifer Sheehy**, Deputy Assistant Secretary in the Office of Disability Employment Policy (ODEP), U.S. Department of Labor (DOL)
- *Accessibility is a Business Priority* - **James Gfrerer**, Assistant Secretary for Information and Technology and CIO, Department of Veterans Affairs (VA)
- *Authentic Inclusion Drives Disruptive Innovation* - **Frances West**, Global Strategy Advisor, FrancesWestCo

### Tuesday Keynotes

- *The Americans with Disabilities Act - Then and Now* - **Tony Coelho**, Member of the U.S. House of Representatives from California's 15th district (January 3, 1979 - June 15, 1989)
- *Introducing Accessibility to Children at Thika Primary School for the Blind* - **Irene Mbari-Kirika**, founder and Executive Director, inABLE.org
- *A Balancing Act: National Security and Accessibility Needs* - **Shannon Paschel**, IT Accessibility Program Manager, Defense Intelligence Agency (DIA)

## Agenda

Monday, October 7	
<b>9:00 AM</b>	<b>Welcome</b> Jose Arrieta, HHS Office of the Secretary, Chief Information Officer, Health and Human Services (HHS)
<b>9:15 AM</b>	<b>Keynote: <i>The Right Talent, Right Now</i></b> Jennifer Sheehy, Deputy Assistant Secretary, ODEP, DOL
<b>9:45 AM</b>	<b>Keynote: <i>Accessibility is a Business Priority</i></b> James Gfrerer, Assistant Secretary for Information and Technology and CIO, VA
<b>10:15 AM</b>	<b>Break</b>
<b>10:30 AM</b>	<b>General session: <i>Future Directions of Inclusive Technologies</i></b> <b>Moderator:</b> Betsy Sirk, Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)
<b>12:00 PM</b>	<b>Lunch / Exhibits</b>
<b>2:00 PM</b>	<b>Breakout Sessions</b> <b>Session 1: <i>Section 508 Web Testing: Trusted Tester and Configuring Automated Tools</i></b> <b>Session 2: <i>Challenges and Successes Developing Accessibility Conformance Reports</i></b> <b>Session 3: <i>Panel Discussion: Disability Concerns</i></b>
<b>3:00 PM</b>	<b>Exhibits / Networking</b>
<b>3:45 PM</b>	<b>Keynote: <i>Authentic Inclusion Drives Disruptive Innovation</i></b> Frances West, Global Strategy Advisor, FrancesWestCo
<b>4:15 PM</b>	<b>Day in Review</b> John Sullivan, Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, General Services Administration (GSA)

Tuesday, October 8	
<b>9:00 AM</b>	<b>Welcome</b> Jessica Salmoiraghi, Associate Administrator, Office of Government-wide Policy, GSA
<b>9:15 AM</b>	<b>Keynote: <i>The Americans with Disabilities Act - Then and Now</i></b> Tony Coelho, Member of the U.S. House of Representatives from California's 15th district (January 3, 1979 - June 15, 1989)
<b>10:00 AM</b>	<b>Break</b>
<b>10:15 AM</b>	<b>Keynote: <i>Introducing Accessibility to Children at Thika Primary School for the</i></b>

	<i>Blind</i> Irene Mbari-Kirika, founder and Executive Director, inABLE.org
<b>11:00 AM</b>	<b>Lunch / Exhibits</b>
<b>1:00 PM</b>	<b>Breakout Sessions</b>  <b>Session 1:</b> <i>The Impact of the 21st Century Integrated Digital Experience Act (21st Century Idea) and the U.S. Web Design System</i>  <b>Session 2:</b> <i>Section 508 in the Acquisition Lifecycle</i>  <b>Session 3:</b> <i>Securing Internal Support for 508 Programs</i>  <b>Session 4:</b> <i>Website Accessibility Testing and Evaluation</i>
<b>2:00 PM</b>	<b>Break</b>
<b>2:15 PM</b>	<b>Keynote:</b> <i>A Balancing Act: National Security and Accessibility Needs</i> Shannon Paschel, IT Accessibility Program Manager, DIA
<b>2: 45 PM</b>	<b>Wrap-up and Thank You</b>  Kate Sweeney, HHS and OS Section 508 Program Manager, Office of the Secretary (OS), HHS  John Sullivan, Director, Government-wide IT Accessibility Program, GSA

[Register for IAAF](#) and [visit the Section508.gov blog](#) for more information.

--



**U.S. General Services Administration**

**John J. Sullivan**

Director, Office of Information Resources Management  
Director, Government-wide IT Accessibility Program  
Office of Government-wide Policy  
Office 202-501-1983 | Mobile (b) (6)

1800 F Street, NW  
Washington, DC 20405  
[www.gsa.gov](http://www.gsa.gov)

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**Subject:** Register for “DevOps Community Monthly Meeting: DevOps for the Decennial Census”  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Thu, 19 Sep 2019 12:20:13 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1568 bytes) , [text/html](#) (5 kB)

Web Content Managers COP,

Join us **Tuesday, September 24, 2019 2:00 PM – 2:30 PM ET** for a quick, informative community meeting. We will hear from a Census team that is brand new to DevOps—failing fast and often, but learning lessons as they undergo a cultural transformation. Their ultimate goal is for relevant stakeholders to gradually have and use a more DevOps-centric culture.

**Register here!** <http://go.usa.gov/xVmzj>

**If you're not already a member, join our DevOps COP here!** <https://digital.gov/communities/devops/>

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**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-listserv@listserv.gsa.gov digest

**Subject:** Whitelist Request  
**From:** "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>  
**Reply To:** Elizabeth W. Burke  
**Date:** Fri, 20 Sep 2019 16:10:18 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2056 bytes) , [text/html](#) (6 kB)

Good afternoon:

Each year, the Department of the Treasury, Bureau of the Fiscal Service sends out a customer survey to approximately 20,000 members of the federal government financial management community asking for feedback on the services we provide to other government agencies. We use that important feedback to improve our services.

The survey is sent out on our behalf by Qualtrix using the address “Commissioner Timothy Gribben <[noreply@gemailsver.com](mailto:noreply@gemailsver.com)>”

There are certain agencies that block the above unless it is whitelisted. If it is blocked, our customers don’t receive the survey and can’t provide feedback.

Could you possibly check with your agency’s IT staff to verify that the above address is whitelisted and if it is blocked, could you work with your IT staff to get it whitelisted?

We would really appreciate your help with this in order to make our survey effective.

Thank you very much.

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

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<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

**Subject:** Re: Whitelist Request  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Fri, 20 Sep 2019 12:43:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3438 bytes) , text/html (7 kB)

Does anyone know if IT staff at each agency coordinate these "whitelists" across agencies in any organized way? Seems like that would be a very helpful service.

Feels like something that our friends over at <https://www.cio.gov> would know the answer to.

-jeremy

On Fri, Sep 20, 2019 at 12:11 PM Elizabeth W. Burke <[000005c7c084f47d-dmarc-request@listserv.gsa.gov](mailto:000005c7c084f47d-dmarc-request@listserv.gsa.gov)> wrote:

Good afternoon:

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We would really appreciate your help with this in order to make our survey effective.

Thank you very much.

**Lee Burke**

*Web Content Manager*

*Office of Legislative & Public Affairs*

Bureau of the Fiscal Service

U.S. Department of the Treasury

(o:) 202-504-3786 (m:) (b) (6)

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2/12/2021

The message should have NO SUBJECT, and the only text in the message should read: set content  
managers-l digest

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content-managers-l

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before sharing outside our community.

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://digital.gov)

**Subject:** [Web Specialist job opening](#)  
**From:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>  
**Reply To:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>  
**Date:** Fri, 20 Sep 2019 16:54:01 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1853 bytes) , [text/html](#) (4 kB)

Content Managers,

The Federal Reserve Board is hiring for a Web Specialist to join the U.S. Currency Education Program. The CEP's mission is to educate a global public on the security and design features of Federal Reserve notes.

This Photoshop master and UX enthusiast will manage substantive branding, design, and user feedback projects to support the CEP's website and social channels. This position will help lead global design awareness for one of the world's most recognizable products: the U.S. dollar.

[Apply today on LinkedIn](#). (Still in school? We're also [hiring interns!](#)) Feel free to reach out with questions and your resume.

Regards,

**Jillian Buttecali**  
Senior Financial Institution and Policy Analyst  
U.S. Currency Education Program  
Board of Governors of the Federal Reserve System  
Office: 202-973-7375  
[uscurrency.gov](http://uscurrency.gov)

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**Subject:** [web design/development positions](#)  
**From:** "Wilcox, Lisa- ERS" <lisa.wilcox@USDA.GOV>  
**Reply To:** Wilcox, Lisa- ERS  
**Date:** Fri, 20 Sep 2019 18:30:06 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1857 bytes) , [text/html](#) (4 kB)

Happy Friday everyone,  
I'm doing some research and looking for job titles and descriptions that you may use specifically for web designers, web developers, web techs, UX/UI experts, and leads.

Thanks in advance,  
Lisa

**Lisa G. Wilcox / Web Design Lead / Advanced Certified Scrum Master /  
Certified Scrum Master / Umbraco Certified Expert / COR Level I**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619  
**USDA ERS**  
Office: 202-694-5574 / Fax: 202-245-4781  
355 E. Street S.W.  
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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-1 digest

**Subject:** Re: web design/development positions  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Mon, 23 Sep 2019 11:29:23 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3492 bytes) , text/html (5 kB)

Hi Lisa —

The Technology Transformation Services (TTS) which oversees 18F, the Presidential Innovation Fellows (PIFs) and the Office of Products and Programs (OPP) at the GSA have an archive of their past job descriptions up on <https://join.tts.gsa.gov/past-positions/>  
Here are their open positions as well: <https://join.tts.gsa.gov>

I hope this helps.

Also, let us know if there is info or position descriptions that you need that are not listed here. I also know that the team at OPM Labs are working on this as well.

-jeremy

On Fri, Sep 20, 2019 at 2:34 PM Wilcox, Lisa- ERS <[0000058688345e84-dmarc-request@listserv.gsa.gov](mailto:0000058688345e84-dmarc-request@listserv.gsa.gov)> wrote:

Happy Friday everyone,

I'm doing some research and looking for job titles and descriptions that you may use specifically for web designers, web developers, web techs, UX/UI experts, and leads.

Thanks in advance,

Lisa

**Lisa G. Wilcox / Web Design Lead / Advanced Certified Scrum Master / Certified Scrum Master / Umbraco Certified Expert / COR Level I**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

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--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](http://digital.gov)

---

This message was sent to the Web Content Managers Forum a community of government employees who

**Subject:** HELP WANTED: FEMA Digital Engagement and Analytics Branch  
Chief (GS 1035 14)

**From:** (b) (7)(C), (b) (6) HQ.DHS.GOV>

**Reply To:**

**Date:** Tue, 24 Sep 2019 13:36:23 +0000

**Content-Type:** multipart/alternative

**Parts/Attachments:** text/plain (2919 bytes) , text/html (6 kB)

Morning all –

FEMA is currently hiring a GS-14 Digital Engagement and Analytics Branch Chief – great opportunity to work with a fantastic team and make a difference for a lot of people.

Come join the team – details below!

(b) (7)(C), (b) (6)

**From:** (b) (7)(C), (b) (6) (b) (7)(C), (b) (6)@ema.dhs.gov>  
**Sent:** Tuesday, September 24, 2019 9:11 AM  
**Subject:** FEMA External Affairs Job Opportunity: Digital Engagement and Analytics Branch Chief (GS 1035 14)

Good morning,

I wanted to share with you that we are currently recruiting a Supervisory Public Affairs Specialist serve as FEMA External Affairs’ digital engagement and analytics branch chief. This position is responsible for overseeing strategy, management and day-to-day activities for the Agency’s web operations, as well as the technical operation of its social media platforms, mobile applications and multimedia production and content systems. In addition, the branch chief will establish, monitor and analyze performance metrics and measures for the agency’s digital platforms and communications initiatives and use that to guide improvements to the content, functionality and interactivity of FEMA’s communications.

Please find more information at the links below:

Supervisory Public Affairs Specialist (GS 1035 14) – Digital Engagement and Analytics Branch Chief – All Sources

<https://www.usajobs.gov/GetJob/ViewDetails/546563800>

Supervisory Public Affairs Specialist (GS 1035 14) – Digital Engagement and Analytics Branch Chief – Merit Promotion (candidates with Federal status or non-competitive appointment eligibility)

<https://www.usajobs.gov/GetJob/ViewDetails/546563700>

The announcement is currently open through Friday, October 4, 2019. If you know of qualified candidates that would be a good fit, would you please share this announcement?

Thanks!

(b) (7)(C), (b) (6)

munications

Office of External Affairs

Federal Management

Mobile: (b) (7)(C), (b) (6) | Email: (b) (7)(C), (b) (6)@ema.dhs.gov

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**Subject:** Re: web design/development positions  
**From:** "Wilcox, Lisa- ERS" <lisa.wilcox@USDA.GOV>  
**Reply To:** Wilcox, Lisa- ERS  
**Date:** Tue, 24 Sep 2019 18:04:36 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (5 kB) , text/html (12 kB)

Thank you Jeremy, much appreciated!

**Lisa G. Wilcox / Web Design Lead / Advanced Certified Scrum Master /  
Certified Scrum Master / Umbraco Certified Expert / COR Level I**  
[lisa.wilcox@usda.gov](mailto:lisa.wilcox@usda.gov) / 202-999-9619

**USDA ERS**

Office: 202-694-5574 / Fax: 202-245-4781  
355 E. Street S.W.  
Washington DC 20024-3221  
<https://www.usda.gov/>

**From:** Jeremy Zilar - QXE [mailto:jeremy.zilar@gsa.gov]  
**Sent:** Monday, September 23, 2019 11:29 AM  
**To:** Wilcox, Lisa- ERS <lisa.wilcox@usda.gov>  
**Cc:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] web design/development positions

Hi Lisa —

The Technology Transformation Services (TTS) which oversees 18F, the Presidential Innovation Fellows (PIFs) and the Office of Products and Programs (OPP) at the GSA have an archive of their past job descriptions up on <https://join.ts.gsa.gov/past-positions/>  
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-jeremy

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355 E. Street S.W.  
Washington DC 20024-3221  
<https://www.usda.gov/>

Subject: CBP Web and Digital Engagement positions  
 From: (b) (7)(C), (b) (6) CBP.DHS.GOV>  
 Reply To:  
 Date: Wed, 25 Sep 2019 18:14:41 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: text/plain (1608 bytes) , text/html (4 kB)

CBP is hiring!

Sharing the openings for Public Affairs Specialists (Social Media) – GS-5/7 (Pathways) and 9/11 for the Digital Engagement Division. Please forward to anyone you think might be interested.

The 9/11 is open now and closes on Friday, September 27:

<https://www.usajobs.gov/GetJob/ViewDetails/544923500>

The 5/7 opens on Monday, September 30 and closes Friday, October 4:

(b) (6), (b) (7)(C)

<https://www.usajobs.gov/GetJob/ViewDetails/546621300>

(b) (7)(C), (b) (6)

Web and Digital Media  
Office of Public Affairs, U.S. Customs and Border Protection

(b) (7)(C), (b) (6) [cbp.dhs.gov](http://cbp.dhs.gov)

esk  
ell

[www.cbp.gov](http://www.cbp.gov)

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Subject: Re: CBP Web and Digital Engagement positions  
From: (b) (7)(C), (b) (6) @CBP.DHS.GOV>  
Reply To:  
Date: Wed, 25 Sep 2019 19:05:52 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3133 bytes) , text/html (9 kB)

Everyone,  
My apologies! Here's the corrected link for the 9/11 Public Affairs Specialist for Social Media

<https://www.usajobs.gov/GetJob/ViewDetails/546348600>

(b) (7)(C), (b) (6)

Branch Chief, Web and Digital Media  
Affairs, U.S. Customs and Border Protection

(b) (7)(C), (b) (6) [cbp.dhs.gov](http://cbp.dhs.gov)

esk  
ell

[www.cbp.gov](http://www.cbp.gov)

---

From: (b) (7)(C), (b) (6) <000006066e98ba3a-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Wednesday, September 25, 2019 2:15 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] CBP Web and Digital Engagement positions

CBP is hiring!

Sharing the openings for Public Affairs Specialists (Social Media) – GS-5/7 (Pathways) and 9/11 for the Digital Engagement Division. Please forward to anyone you think might be interested.

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The 5/7 opens on Monday, September 30 and closes Friday, October 4:

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(b) (7)(C), (b) (6)

Web and Digital Media  
Office of Public Affairs, U.S. Customs and Border Protection

(b) (7)(C), (b) (6) [cbp.dhs.gov](http://cbp.dhs.gov)

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[www.cbp.gov](http://www.cbp.gov)

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Subject: [FW: Communications position at EPA! GS-12/13](#)  
 From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
 Reply To:  
 Date: Fri, 27 Sep 2019 20:35:04 +0000  
 Content-Type: multipart/alternative  
 Parts/Attachments: [text/plain](#) (3259 bytes) , [text/html](#) (15 kB) (b) (6), (b) (7)(C)

Hi everyone.

Cross-posting this for an EPA colleague. See below!

(b) (7)(C), (b) (6)

Deputy Chief, Digital Services Division  
 Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
 Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

**From:** SM Community of Practice <SM-COP@LISTSERV.GSA.GOV> **On Behalf Of** Siedschlag, Gregory ([Siedschlag.Gregory@epa.gov](mailto:Siedschlag.Gregory@epa.gov))  
**Sent:** Friday, September 27, 2019 12:06 PM  
**To:** SM-COP@LISTSERV.GSA.GOV  
**Subject:** [SM-COP] Communications position at EPA! GS-12/13

Calling all communicators! We are looking for a new staff person in the Office of Pesticide Programs' communications branch at the **Environmental Protection Agency**. This is an opportunity to be part of a top-notch team. We manage external communications for the pesticides program by developing communications packages for major announcements, responding to external parties, managing web content and social media, and much more.

To view specifics and apply, go to <https://www.usajobs.gov/GetJob/ViewDetails/546973200>.

Announcement Number: R-OCSP-2019-0059

Title:	Environmental Protection Specialist
Series and Grade Announced:	GS-0028-12/13
Location of Position:	Arlington, VA
Area of Consideration:	Current or former competitive service federal employees
Position Type:	Full time, permanent
Opening Date:	September 26, 2019
Closing Date:	October 7, 2019
Number of Vacancies:	1
Position Risk Designation:	This position is designated as Low Risk and requires a background investigation.

Please share this announcement with anyone who may be interested and meets the eligibility requirements.

For questions regarding this job opportunity, please contact Chelsea Vaughn at 800-433-9633 or [vaughn.chelsea@epa.gov](mailto:vaughn.chelsea@epa.gov).

Best regards,

**Greg Siedschlag**  
 Chief, Communication Services Branch  
 Office of Pesticide Programs  
 U.S. Environmental Protection Agency  
 Phone: (703) 603-9044  
 Cell: (b) (6)  
<https://www.epa.gov/pesticides>

**Subject:** Examples of Accessibility Compliance in Content Management Role?  
**From:** "(b) (6) [REDACTED] DOC" (l(b) (6) [REDACTED] CONSERVATION.CA.GOV>  
**Reply To:** (b) (6) [REDACTED] DOC  
**Date:** Fri, 27 Sep 2019 20:43:05 +0000  
**Content-Type:** multipart/related  
 text/plain (16 kB) , text/html (7 kB) , image001.png (16 kB) ,  
**Parts/Attachments:** image002.png (16 kB) , image003.png (16 kB) , image004.png (16 kB) ,  
 image005.png (16 kB)

Have any content managers had to distinguish between the expertise of being a department-wide accessibility specialist, and being a web content manager who also complies but within the purview of web content validation, UX, content design, etc.?

Or do you do both? If so, how does that structure/process work? For example, we have thousands of noncompliance docs online that we lack resources and expertise to remediate, let alone begin training and testing new content.

As a new web content manager for our dept, exec management is looking to me to rise into the role of dept accessibility lead in order to meet our compliance with new statute – AB 434, which mandates web accessibility, specifically, GOV section 7405, GOV section 11546.7, and GOV section 11135. Also—by reference in section 7405—Section 508 of the federal Rehabilitation Act of 1973, as amended (29 U.S.C. Sec. 794d). Trying to define some expectations and best practices for myself and my small team.

Any examples or experience is greatly appreciated!

FWIW here is the CA statute: [https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201720180AB434](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180AB434)),



(b) (6) [REDACTED]

Web Content Manager | Public Affairs Office

**California Department of Conservation**  
 801 K Street, MS 24-01, Sacramento, CA 95814

T: (b) (6) [REDACTED]  
 E: (b) (6) [REDACTED] [conservation.ca.gov](http://conservation.ca.gov)




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**Subject:** Re: Great GS15 Opportunity in Chicago -- to work with Army and new Ad Agency

**From:** "(b) (6)" CIV USARMY HQDA ASA MRA (US)"  
<(b) (6) civ@MAIL.MIL>

**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)

**Date:** Mon, 30 Sep 2019 13:27:44 +0000

**Content-Type:** multipart/signed

**Parts/Attachments:** text/plain (1109 bytes) , smime.p7s (5 kB)

<https://www.usajobs.gov/GetJob/ViewDetails/546229000>

Be a key player working on the new \$4 BILLION Army Ad Campaign --- great Federal Opportunity in the Windy City!

(b) (6)  
US Army

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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\*\*\*\*\*

**Subject:** Re: Examples of Accessibility Compliance in Content Management Role?

**From:** "(b) (6) (b) (6)" (DHS) <(b) (6) STATE.MN.US>

**Reply To:** (b) (6) (DHS)

**Date:** Mon, 30 Sep 2019 14:27:12 +0000

**Content-Type:** multipart/related  
text/plain (8 kB) , text/html (18 kB) , image001.png (16 kB) , image002.png (16 kB) , image003.png (16 kB) , image004.png (16 kB) ,

**Parts/Attachments:** image005.png (16 kB) , image008.png (16 kB) , image009.png (16 kB) , image010.png (16 kB) , image011.jpg (16 kB) , image012.jpg (16 kB) , image007.jpg (4 kB)

That's a great question! I'm interested to hear how other folks incorporate accessibility into their work. I was in a similar position at my previous job. I think, because I was the "web gal", folks would default to me to handle all the electronic accessibility work. And like you, we had thousands of files online that didn't meet accessibility standards.

The agency was able to create an operational order that helped with guidelines around what was electronic accessibility, who was responsible (basically if you created a document, you were 100% responsible for making sure it was accessible), training resources and a timeline for what needed to be accessible and when.

Then, it was on the divisions within the agency to figure out how to best follow the operational order. For my division, we created an accessibility team. I tried to structure the team with different "tiers" so when staff created or updated files, they knew who to talk to for accessibility questions. Once we got established and clear on roles, things moved smoothly. I wanted to make sure my team was staff from all parts of the division (and not just web or communication folks).

All-in-all, this was not a quick process to implement (like 3+ years). We needed lots of buy-in from agency leadership. Some folks had updates to their position descriptions to include 10% to 20% of their time allocated towards accessibility work. Some divisions required online electronic accessibility training for all their staff.

The biggest takeaway for me is making sure folks that create documents know that they are 100% responsible for the accessibility of that document. As the department-wide accessibility specialist, you can provide resources but you can't be the one to remediate a document. If that becomes the norm, it will take over your work. Accessibility works when people infuse it into their documents from the start.

Whew. Apologies for the novel! I'm happy to chat more if you have specific questions.  
Happy Monday!

(b) (6)

(b) (6)  
Content Strategist | Disability Services Division

**Minnesota Department of Human Services**  
St. Paul, MN, 55101  
(b) (6)  
[mn.gov/dhs](http://mn.gov/dhs)



---

**From:** (b) (6) DOC <(b) (6) CONSERVATION.CA.GOV>  
**Sent:** Friday, September 27, 2019 3:43 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Examples of Accessibility Compliance in Content Management Role?

Have any content managers had to distinguish between the expertise of being a department-wide accessibility specialist, and being a web content manager who also complies but within the purview of web content validation, UX, content design, etc.?

Or do you do both? If so, how does that structure/process work? For example, we have thousands of noncompliance docs online that we lack resources and expertise to remediate, let alone begin training and testing new content.

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Any examples or experience is greatly appreciated!

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(b) (6)

Web Content Manager | Public Affairs Office

**California Department of Conservation**

801 K Street, MS 24-01, Sacramento, CA 95814

T: (b) (6)

E: (b) (6) [conservation.ca.gov](mailto:(b) (6)@conservation.ca.gov)



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**Subject:** 508 compliance for a self-posting JavaScript form?  
**From:** "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>  
**Reply To:** Wendling, Dan (NIH/NLM) [E]  
**Date:** Mon, 30 Sep 2019 19:54:25 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1188 bytes) , [text/html](#) (3861 bytes)

If someone could help me remediate a JavaScript self-posting form, I would appreciate it.

I'm the only one using it now, but that may change. The code is complicated and I haven't been able to dig into the documentation. I can send a ZIP package. – Dan

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l  
digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** [3 jobs in Chicago with the US Army](#)  
**From:** "(b) (6)" CIV USARMY HQDA ASA MRA (US) <(b) (6) civ@MAIL.MIL>  
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)  
**Date:** Tue, 1 Oct 2019 17:39:27 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** [text/plain](#) (1324 bytes) , [smime.p7s](#) (5 kB)

If you live in Chicago or are looking to relocate, here are three jobs that just opened -- all with Advertising/Marketing backgrounds --- for an inexplicable reason, the GS-14 Program Manager job has a 1-2 day window so apply TODAY. Good luck.

<https://www.usajobs.gov/Search/?l=Chicago%2C%20Illinois&a=ARSB&wt=15317&wt=15669&t=0&t=1&t=2&t=5&ws=1&hp=v&hp=public&s=location&p=1>

(b) (6)  
US Army

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**Subject:** [New opening](#)  
**From:** Doug Freeman <Doug.Freeman@TRADE.GOV>  
**Reply To:** Doug Freeman <Doug.Freeman@TRADE.GOV>  
**Date:** Thu, 3 Oct 2019 18:57:10 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1892 bytes) , [text/html](#) (4 kB) , [image001.jpg](#) (4 kB)

Any digital content managers looking to grow your career? The U.S. Department of Commerce (ITA) is hiring!  
<https://www.usajobs.gov/GetJob/ViewDetails/547471800>

For someone with a strong attention to detail who loves the challenge of a fast-paced, innovative environment and is passionate about creating transformative digital experiences, this is the opportunity.

This content leader will be responsible for leading and matrix-managing the organization's digital content execution across a new best-in-class digital platform, and the success of their leadership will have a positive impact toward the agency's mission and contribute to the economic prosperity of the U.S. economy.

Don't miss out. Apply now!

**DOUG FREEMAN**  
DIRECTOR, DIGITAL STRATEGY & ENGAGEMENT  
[doug.freeman@trade.gov](mailto:doug.freeman@trade.gov) | 202.482.0344 (O) | (b) (6) (M)  
U.S. Department of Commerce | International Trade Administration



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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** [Get ready for the IAAF! Location and Livestream Info](#)  
**From:** John Sullivan - M1EB <john.j.sullivan@GSA.GOV>  
**Reply To:** John Sullivan - M1EB <john.j.sullivan@GSA.GOV>  
**Date:** Thu, 3 Oct 2019 16:46:36 -0400  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain \(5 kB\)](#) , [text/html \(35 kB\)](#) , [2019 Interagency Accessibility Forum \(IAAF\) Program \(October 7-8 2019\)10-2v.pdf \(2 MB\)](#)

The [2019 Interagency Accessibility Forum](#) (IAAF) is just four days away and we can both sense and see the excitement. Registration is through the roof! We are really excited about seeing so many customer experience, web development, and acquisition, and accessibility professionals come together to create inclusive experiences for all.

**The IAAF is being held at the Department of Health and Human Services's Hubert H. Humphry building** in downtown Washington, DC. The welcome session will begin promptly at 9:00 AM on Monday, October 7 and Tuesday, October 8. The [IAAF program web page](#) contains all you need to know as you plan your attendance.

Please arrive early to make it through HHS security and registration.

Please find the full agenda attached below.

For those outside of the D.C. area and unable to attend in person, we will be bringing the excitement to you! Below are streaming options for our keynote sessions.

**10/7 Livestream:** <https://www.hhs.gov/live/index.html>

**9:00 AM** Welcome

Jose Arrieta, HHS Office of the Secretary, Chief Information Officer, Health and Human Services (HHS)

**9:15 AM** Keynote: *The Right Talent, Right Now*

Jennifer Sheehy, Deputy Assistant Secretary, ODEP, DOL

**9:45 AM** Keynote: *Accessibility is a Business Priority*

James Gfrerer, Assistant Secretary for Information and Technology and CIO, VA

**10:30 AM** General session: *Future Directions of Inclusive Technologies*

Moderator: Betsy Sirk, Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)

Panelists:

- Dean Halstead, Director of Cloud, Collaboration and Accessibility, U.S. Microsoft Public Sector;
- Seamus McAteer, General Manager, Otter.ai;
- Keith Nakasone, Deputy Assistant Commissioner for Acquisition Management, IT Category, General Services Administration (GSA);
- John Rochford, Director, INDEX Program, Eunice Kennedy Shriver Center, and Faculty, University of Massachusetts Medical School;
- Debra Ruh, Chief Executive Officer and Founder, Ruh Global Communications (RGC);
- Paul Schroeder, Public Policy and Strategic Alliances, Aira Tech Corporation;
- Corinne Weible, Co-Director, Partnership on Employment and Accessible Technology (PEAT), DOL

**2:00 PM** Breakout Session: *Section 508 Web Testing: Trusted Tester and Configuring Automated Tools*

Moderator: Michael Horton, Accessible Design and Development Advisor, Office of Government-wide Policy (OGP), GSA

Panelists:

- Cynthia Clinton-Brown, Executive Director, Office of Accessible Systems and Technology, U.S. Department of Homeland Security (DHS);
- Katherine Eng, Senior ICT Accessibility Specialist, U.S. Access Board

**3:45 PM** Keynote: *Authentic Inclusion Drives Disruptive Innovation*

Frances West, Global Strategy Advisor, Former IBM Chief Accessibility Officer

**4:15 PM** Day in Review

John Sullivan, Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, GSA

**10/8 Livestream:** <https://www.hhs.gov/live/index.html>

**9:00 AM** Welcome

Jessica Salmoiraghi, Associate Administrator, Office of Government-wide Policy, GSA

**9:15 AM** Keynote: *The Americans with Disabilities Act - Then and Now*

Tony Coelho, Member of the U.S. House of Representatives from California's 15th district (January 3, 1979 - June 15, 1989)

**10:15 AM** Keynote: *Introducing Accessibility to Children at Thika Primary School for the Blind*

Irene Mbari-Kirika, founder and Executive Director, inABLE.org

**1:00 PM** Breakout Session: *Website Accessibility Testing and Evaluation*

Moderator: Shawn Garmer, 508 Program Manager, U.S. Small Business Administration (SBA)

Panelists:

- Alan King, Senior Accessibility Specialist, DHS;
- David Stenger, Senior Innovation Specialist, Technology Transformation Service, GSA;
- Mark Urban, Section 508 Coordinator and 508 Co-Chair, Centers for Disease Control and Prevention (CDC)

**2:15 PM** Keynote: *A Balancing Act: National Security and Accessibility Needs*

Douglas Cossa, Deputy Chief Information Officer, Defense Intelligence Agency (DIA)

**2: 45 PM** Wrap-up and Thank You

Kate Sweeney, HHS and OS Section 508 Program Manager, Office of the Secretary (OS), HHS  
John Sullivan, Director, Government-wide IT Accessibility Program, GSA

For those attending, **we expect registration to be busy so please plan to arrive before 8:30 AM.**

--



**U.S. General Services Administration**

**John J. Sullivan**

Director, Office of Information Resources Management  
Director, Government-wide IT Accessibility Program  
Office of Government-wide Policy  
Office 202-501-1983 | Mobile (b) (6)

1800 F Street, NW  
Washington, DC 20405  
[www.gsa.gov](http://www.gsa.gov)

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Accessibility Community of Practice

# Annual Interagency Accessibility Forum

*Ensuring accessibility is  
a business imperative*

October 7-8, 2019



**“We need to make every  
single thing accessible  
to every single person  
with a disability.”**

**Stevie Wonder**

American singer, songwriter,  
musician, and record producer

February 15, 2016

58<sup>th</sup> Annual Grammy Awards  
Los Angeles, California

## Welcome to the 2019 Interagency Accessibility Forum (IAAF).

IAAF is held annually in celebration of National Disability Employment Awareness Month (NDEAM), coordinated by the U.S. Department of Labor's (DOL's) Office of Disability Employment Policy (ODEP). IAAF proudly supports the 2019 NDEAM theme—*The Right Talent, Right Now* — by focusing on ensuring accessibility is a business imperative.

To realize the full potential of the workforce, the federal government's information and communications technology (ICT) must create an accessible customer experience for all. The standards enacted by the 21<sup>st</sup> Century Integrated Digital Experience Act (21<sup>st</sup> Century IDEA) continue to advance the government towards this potential, and IAAF strives to be both inspirational and motivational in support of this focus.

Our featured speakers include the Honorable Tony Coelho, the primary sponsor of the Americans with Disabilities Act, a former House Majority Whip, and a lifelong disabilities rights advocate. His keynote address will set the tone for our two-day agenda, which includes discussions led by those on the forefront of accessibility in the federal, private, academic, and nonprofit sectors.

IAAF is sponsored by the Federal Chief Information Officer Council's Accessibility Community of Practice (ACOP) and co-hosted by the General Services Administration (GSA) and the U.S. Department of Health and Human Services (HHS).

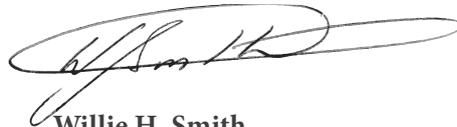
We are honored to co-chair ACOP, and celebrate the progress advancing the accessibility of ICT within the federal government. ACOP looks forward to reaching new milestones in the future.

Thank you for attending. We encourage you to engage in today's topics, joining the discussions, asking questions, and sharing your knowledge.



**Craig B. Luigart**

Co-Chair, Accessibility Community of Practice  
Federal CIO Council



**Willie H. Smith**

Co-Chair, Accessibility Community of Practice  
Federal CIO Council

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# PROGRAM DAY 1 / MONDAY, OCTOBER 7

8:00 – 9:00 A.M. | Great Hall  
**Arrival and Registration**

9:00 – 9:15 A.M. | Great Hall  
**Overview**

## Welcome and National Anthem\*

**José Arrieta**, Chief Information Officer, HHS Office of the Secretary, U.S. Department of Health and Human Services (HHS)

9:15 – 9:45 A.M. | Great Hall  
**Keynote Address**

## The Right Talent, Right Now

**Jennifer Sheehy**, Deputy Assistant Secretary, Office of Disability Employment Policy (ODEP), U.S. Department of Labor (DOL)

*Introduction by Willie H. Smith*

“The Right Talent, Right Now”—the 2019 NDEAM theme—emphasizes the role people with disabilities play in America’s economic success, especially in an era when historically low unemployment and global competition are creating a high demand for skilled talent. Learn how to create workforce digital equity.

9:45 – 10:15 A.M. | Great Hall  
**Keynote Address**

## Accessibility is a Business Priority

**James P. Gfrerer**, Assistant Secretary for Information and Technology and Chief Information Officer, Office of Public and Intergovernmental Affairs, U.S. Department of Veterans Affairs (VA)

*Introduction by Willie H. Smith*

Discover how the VA ensures accessibility is a business priority for its large agency workforce and the veterans it serves, including hospitals

around the world. Hear about two of the VA’s high-priority investments, electronic health records and telemedicine, and how they will serve disabled veterans.

10:15 – 10:30 A.M.  
**Break**

10:30 – 12:00 P.M. | Great Hall  
**General Session**

## Future Directions of Inclusive Technologies

Explore how artificial intelligence (AI) and emerging technologies create inclusion. Hear from academia, government, and industry on what the future holds.

### Moderator:

**Betsy Sirk**, Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)

### Panelists:

**Dean Halstead**, Director of Cloud, Collaboration and Accessibility, U.S. Microsoft Public Sector

**Seamus McAteer**, General Manager, Otter.ai

**Keith Nakasone**, Deputy Assistant Commissioner for Acquisition Management, IT Category, General Services Administration (GSA)

**John Rochford**, Director, INDEX Program, Eunice Kennedy Shriver Center, and Faculty, University of Massachusetts Medical School

**Debra Ruh**, Chief Executive Officer and Founder, Ruh Global Communications (RGC)

**Paul Schroeder**, Public Policy and Strategic Alliances, Aira Tech Corporation

**Corinne Weible**, Co-Director, Partnership on Employment and Accessible Technology (PEAT), U.S. Department of Labor (DOL)

12:00 – 2:00 P.M.  
**Lunch / Exhibits**

**Note:** Exhibits are located in the Great Hall and East Wing

Explore products and services designed to support and enhance the lives of people with disabilities. Nearly two dozen IT companies and accessibility service providers display trusted and new products and services.

2:00 – 3:00 P.M.  
**Breakout Sessions**

## Session 1

### Section 508 Web Testing: Trusted Tester and Configuring Automated Tools

Conference Room 305A, 3 North Corridor A

Learn the latest on Trusted Tester training and certification. Hear what it means to be a Trusted Tester and how the program supports them, including automated scan tools for web testing, understanding test results, and the ICT baselines for Section 508 conformance.

### Moderator:

**Michael Horton**, Accessible Design and Development Advisor, Office of Government-wide Policy, General Services Administration (GSA)

### Panelists:

**Cynthia Clinton-Brown**, Executive Director, Office of Accessible Systems and Technology, U.S. Department of Homeland Security (DHS)

**Katherine Eng**, Senior ICT Accessibility Specialist, U.S. Access Board

## Session 2

### Challenges and Successes Developing Accessibility Conformance Reports

Conference Room 405A, 4 North Corridor A

Hear the challenges of developing Accessibility Conformance Reports. Learn strategies for success, including how to consider these reports during acquisitions, and how to address the challenges in completing Voluntary Product Accessibility Templates (VPATs) and Accessibility Conformance Reports since the Section 508 refresh.

#### Moderator:

**Brooke Aiken**, Section 508 Compliance Program Manager, Federal Deposit Insurance Corporation (FDIC)

#### Panelists:

**Antonio Hailellassie**, Section 508 Program Manager, Goddard Space Flight Center, National Aeronautics and Space Administration (NASA)

**Chris M. Law**, President, Accessibility Track Consulting LLC

**Glenn Meyer**, Program Director, Office of Aging and Accessibility, HP Inc.

## Session 3

### Panel Discussion: Disability Concerns

Conference Room 425A, 4 North Corridor A

Creating a workplace that allows talent to flourish, regardless of disability, is challenging. Learn

how to accommodate individuals with disabilities using best practices available from the U.S. Department of Labor (DOL), Federal Communications Commission (FCC), National Institutes of Health (NIH), and U.S. Department of Agriculture (USDA).

#### Moderator:

**Yvette Gibson**, Section 508 Program Training Director, Office of Government-wide Policy, General Services Administration (GSA)

#### Panelists:

**Teresa Booher**, IT Specialist, Three Blind Mice Founder, National Institutes of Health (NIH)

**Michelle Clark**, IT Specialist and Section 508 Team Member, U.S. Department of Agriculture (USDA)

**Robert McConnell**, Communications Accessibility and Policy Analyst, Federal Communications Commission (FCC)

**Scott Michael Robertson, Ph.D.**, Policy Advisor, Office of Disability Employment Policy, U.S. Department of Labor (DOL)

3:00 – 3:45 P.M.

## Exhibits / Networking

**Note:** Exhibits are located in the Great Hall and East Wing

Explore products and services designed to support and enhance the lives of people with disabilities. Nearly two dozen IT companies and accessibility service providers display trusted and new products and services. Network in a positive,

interactive environment to develop professional contacts.

3:45 – 4:15 P.M. | Great Hall

## Keynote Address

### Authentic Inclusion Drives Disruptive Innovation

**Frances West**, Global Strategy Advisor, former IBM Chief Accessibility Officer

*Introduction by Willie H. Smith*

Understand new ways that business leaders can affect sustainable and scalable change—and tap into tremendous opportunities—by viewing inclusion strategically and addressing diversity proactively.

By building inclusion into business strategies, technology infrastructure, and organizational processes, companies bring principle, purpose, and profit into alignment for sustainable talent acquisition, market expansion, and business differentiation.

4:15 – 4:30 P.M. | Great Hall

## Day in Review

**John Sullivan**, Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, General Services Administration (GSA)

## Notes

Agenda and presenters are subject to change without notice. Employees are responsible for travel and meal expenses, as well as supervisory approval to attend.

\***National Anthem Soloist**  
**Dorothy Fleming Williams**, Accessibility Specialist, Civil Rights Division, U.S. Department of Justice (DOJ)

# PROGRAM DAY 2 / TUESDAY, OCTOBER 8

8:00 – 9:00 A.M. | Great Hall  
**Arrival and Registration**

9:00 – 9:15 A.M. | Great Hall  
**Overview**

## Welcome and National Anthem\*

**Jessica Salmoiraghi**, Associate Administrator, Office of Government-wide Policy, General Services Administration (GSA)

9:15 – 10:00 A.M. | Great Hall  
**Keynote Address**

## The Americans with Disabilities Act—Then and Now

**Tony Coelho**, Member of the U.S. House of Representatives from California's 15<sup>th</sup> district (January 3, 1979 – June 15, 1989)

*Introduction by David M. Capozzi*

Congressman Coelho shares his experience sponsoring the Americans with Disabilities Act of 1990 and how living with epilepsy fueled his passion for this legislation.

10:00 – 10:15 A.M.  
**Break**

10:15 – 11:00 A.M. | Great Hall  
**Keynote Address**

## Introducing Accessibility to Children at Thika Primary School for the Blind

**Irene Mbari-Kirika**, Founder and Executive Director, inABLE.org

*Introduction by Yvette Gibson*

The nonprofit inABLE.org, founded in 2009, empowers blind and visually challenged students in Kenya by delivering assistive technology. Within a decade, inABLE.org now

operates assistive technology labs in six schools for the blind, with goals of expanding to all 16 special schools for the blind in the country.

11:00 A.M. – 1:00 P.M.  
**Lunch / Exhibits**

**Note:** Exhibits are located in the Great Hall and East Wing

Explore products and services designed to support and enhance the lives of people with disabilities. Nearly two dozen IT companies and accessibility service providers display trusted and new products and services.

1:00 – 2:00 P.M.  
**Breakout Sessions**

### Session 1

#### The Impact of the 21<sup>st</sup> Century Integrated Digital Experience Act (21<sup>st</sup> Century IDEA) and the U.S. Web Design System

Conference Room 325A, 3 North Corridor A

Learn how the 21<sup>st</sup> Century IDEA advances website accessibility, and what is and isn't covered.

#### Moderator:

**Michael Horton**, Accessible Design and Development Advisor, General Services Administration (GSA)

#### Panelists:

**Ammie Farraj-Fejoo**, Government-wide Coordinator, 21<sup>st</sup> Century IDEA, Technology Transformation Services, General Services Administration (GSA)

**Larry Gillick**, Deputy Director of Digital Strategy, U.S. Department of the Interior (DOI)

**Matt Harmon**, Director of Web Communications, U.S. Department of Homeland Security (DHS)

### Session 2

#### Section 508 in the Acquisition Lifecycle

Conference Room 405A, 4 North Corridor A

Understand the process and who is involved in the Section 508 acquisition lifecycle. Find essential steps to follow to ensure acquisition of conformant ICT.

#### Moderator:

**Timothy Creagan**, Senior Accessibility Specialist, U.S. Access Board

#### Panelists:

**Yolonda Humphrey**, Program Manager and Section 508 Coordinator, Internal Revenue Service (IRS)

**Betsy Sirk**, Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)

**John Sullivan**, Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, General Services Administration (GSA)

### Session 3

#### Securing Internal Support for 508 Programs

Conference Room 425A, 4 North Corridor A

Learn how to communicate the importance of Section 508 and accessibility to colleagues, and develop strategies for working with them to advance compliance.

#### Moderator:

**Yvette Gibson**, Section 508 Program Training Director, Office of Government-wide Policy, General Services Administration (GSA)

#### Panelists:

**Nicschan Floyd**, Team Lead of Management Services, Office of Accessibility Systems and Technology, U.S. Department of Homeland Security (DHS)

**Pat Sheehan**, Director, Section 508 Program Office, U.S. Department of Veterans Affairs (VA)

**William C. Warren Jr.**, Management and Program Analyst, Communications, Office of the Chief Information Officer (OCIO), U.S. Department of Justice (DOJ)

#### Session 4

##### Website Accessibility, Testing, and Evaluation

Room 107 G.1 – Hubert H. Humphrey Auditorium

Discover how agencies approach testing and evaluating website accessibility, including the use of automated tools. Focus on integrating accessibility standards in ICT development lifecycles, and learn how user experience design specialists address the current standards and Web Content Accessibility Guidelines (WCAGs).

#### Moderator:

**Shawn Garmer**, 508 Program Manager, U.S. Small Business Administration (SBA)

#### Panelists:

**Alan King**, Senior Accessibility Specialist, U.S. Department of Homeland Security (DHS)

**David Stenger**, Senior Innovation Specialist, Technology Transformation Service, Office of Citizen Services and Innovative Technology, General Services Administration (GSA)

**Mark Urban**, Section 508 Coordinator and 508 Co-Chair, Centers for Disease Control and Prevention (CDC)

2:00 – 2:15 P.M.

#### Break

2:15 – 2:45 P.M. | Great Hall

#### Keynote Address

##### A Balancing Act: National Security and Accessibility Needs

**Douglas O. Cossa**, Deputy Chief Information Officer, Defense Intelligence Agency (DIA)

*Introduction by Craig B. Luigart*

The Intelligence Community (IC) has core values of inclusion, diversity, and equal opportunity. Learn how DIA and the IC balances national security with meeting the accessibility needs of employees and about efforts to move away from exemptions within Section 508 of the Rehabilitation Act.

2:45 – 3:00 P.M. | Great Hall

#### Wrap-up and Thank You

**Kate Sweeney**, HHS Section 508 Program Manager, Office of the Secretary (OS), U.S. Department of Health and Human Services (HHS)

**John Sullivan**, Director, Office of Information Resources

Management, and Director, Government-wide IT Accessibility Program, General Services Administration (GSA)

#### Sponsorship and Hosting

The annual Interagency Accessibility Forum is sponsored by the Federal Chief Information Officer Council's Accessibility Community of Practice (ACOP) and hosted by the General Services Administration (GSA) and the U.S. Department of Health and Human Services (HHS).

#### Notes

Agenda and presenters are subject to change without notice. Employees are responsible for travel and meal expenses, as well as supervisory approval to attend.

#### \*National Anthem Soloist

**Michelle Slaughter Clark**, IT Specialist and Section 508 Team Member, U.S. Department of Agriculture (USDA)

# Biographies

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## **José Arrieta**

### **Chief Information Officer, HHS Office of the Secretary, U.S. Department of Health and Human Services (HHS)**

Mr. Arrieta was appointed Chief Information Officer of HHS in May 2018. He provides leadership and oversight of a \$6.3 billion information technology (IT) portfolio. He is responsible for providing assistance and guidance on the use of technology supported business process reengineering; investment analysis; performance measurement; development and application of information systems and infrastructure; and policies to provide improved management.

Mr. Arrieta is actively engaged in the academic community as well, currently serving at the University of Virginia and Johns Hopkins University as an adjunct professor. He also serves as an advisor to the Dean of the Kogod Business School at American University.

Previously, Mr. Arrieta served as the Associate Deputy Assistant Secretary for Acquisition, the Acting Deputy Assistant Secretary for the Office of Grants and Acquisition Policy and Accountability, the Senior Procurement Official, and the Small Business Executive. Also, he served as the Director of Schedule 70 Operations with the General Services Administration (GSA), where he led the largest IT contract in the world, averaging \$15 billion annually in business volume, providing IT products and services to federal, state, and local customers.

## **David M. Capozzi**

### **Executive Director, U.S. Access Board**

The U.S. Access Board is the only federal agency whose mission is accessibility for people with disabilities. Mr. Capozzi is responsible for \$7 million in program expenditures and manages a staff of 26 professionals and support staff who develop accessibility guidelines for the Americans with Disabilities Act, Architectural Barriers Act, Telecommunications Act, and accessibility standards for electronic and IT under Section 508 of the Rehabilitation Act. He also is responsible for implementing the Board's Architectural Barriers Act enforcement program, along with the Board's training, technical assistance, and research.

Mr. Capozzi was previously Director of Project ACTION and Vice President of Advocacy for Easter Seals and was the National Advocacy Director for the Paralyzed Veterans of America.

## **Tony Coelho**

### **Member of the U.S. House of Representatives from California's 15<sup>th</sup> district (January 3, 1979 – June 15, 1989)**

Mr. Coelho served six terms in office, where he was the first Portuguese American to serve in Congress, and the first Hispanic American to attain a top-tier leadership, serving as Majority Whip (Democratic) in the 100<sup>th</sup> and 101<sup>st</sup> Congresses. The most significant piece of legislation he sponsored was the Americans with Disabilities Act of 1990, which he introduced in the House on May 9, 1989. The act was signed into law on July 26, 1990. His passion for this legislation stemmed from his experiences as an epileptic and from witnessing discriminatory behavior toward other epileptics.

Mr. Coelho remained active in the disabilities community after leaving Congress and was appointed by President Bill Clinton to serve as Chair of the President's Committee on Employment of People with Disabilities, serving from 1994 to 2001. Mr. Coelho also served as Vice Chair of the National Task Force on Employment of Adults with Disabilities. In 1998, President Clinton appointed Mr. Coelho as the United States Commissioner General at the 1998 World Expo in Portugal, and as co-chair to the U.S. Census Monitoring Board, a position he held until his appointment as general chairman of the Gore Presidential campaign.

## **Douglas O. Cossa**

### **Deputy Chief Information Officer, Defense Intelligence Agency (DIA)**

Mr. Cossa was selected for the Defense Intelligence Agency in June 2018 after previously serving as the Deputy Director of the Mission Integration Division (MID) in the Office of the Director of National Intelligence (ODNI) where he led the integration of collection, analysis, and information technology (IT)

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capabilities to satisfy intelligence priorities, and earlier served as the Chief of the Priorities and Assessments Group (PAG), where he led the approach for developing the President's Intelligence Priorities, the National Intelligence Priorities Framework, and reforms to sensitive intelligence collection following the unauthorized disclosures in 2013. Before joining the ODNI, Mr. Cossa worked at the Science Applications International Corporation (SAIC).

### **James P. Gfrerer**

#### **Assistant Secretary for Information and Technology and Chief Information Officer, Office of Public and Intergovernmental Affairs, U.S. Department of Veterans Affairs (VA)**

Mr. Gfrerer was nominated by President Donald J. Trump to serve as the Assistant Secretary for Information and Technology and Chief Information Officer and was confirmed by the U.S. Senate on January 2, 2019. He leads a team of more than 8,000 employees and 8,000 contractors in the Office of Information and Technology (OIT) to deliver technologies and services that improve the Veteran's experience. OIT manages an IT budget of \$4.2 billion in support of the Veterans Benefits, Veterans Health, and National Cemetery Administrations and the entire \$200 billion VA system. In this largest centralized IT program in the federal space, OIT executes the enterprise IT strategy, transforms the business, operates the network infrastructure, and secures all applications and systems.

Previously, Mr. Gfrerer served as the cybersecurity executive at Ernst & Young (EY). He and his teams assisted commercial sector clients in business process optimization, risk management, cyber risk transformation, and managed services outsourcing. He worked in numerous industry sectors including industrial products, manufacturing, aerospace and defense, and healthcare.

Before joining EY, Mr. Gfrerer was an active duty Marine Corps Officer, rising to the rank of Colonel. Throughout his 28 years of service, his assignments included specialties such as infantry, IT, training,

and cybersecurity. He served as a Marine Corps-wide System Support Officer, supervising IT and decision-support systems, migrating legacy systems to web- and micro-based applications, and developing early mobile applications. In his operational tours, he commanded at every level, including four combat tours in Kuwait, Iraq, and Haiti. His final active duty assignment was a U.S. Department of Defense (DoD) detail to the U.S. Department of State, where he was a Senior Executive in Counterterrorism Communications and a Senior Military Advisor and Cybersecurity leader for an Undersecretary.

### **Craig B. Luigart**

#### **Chief Health Technology Officer, U.S. Veterans Health Administration, and Co-Chair, Accessibility Community of Practice (ACOP), Federal Chief Information Officer Council**

Mr. Luigart oversees the nation's largest healthcare network with an IT infrastructure for 155 medical centers and 1,030 small hospitals and community care clinics serving 230,000 people, comprising an IT investment approaching \$3 billion. As the co-chair of the Federal Chief Information Officer Council's Accessibility Community of Practice (ACOP), Mr. Luigart works to implement updated Section 508 standards. Previously Mr. Luigart served as a naval officer and aviator, and as an aerospace engineering duty officer.

### **Irene Mbari-Kirika**

#### **Founder and Executive Director, inABLE.org**

Ms. Mbari-Kirika founded the nonprofit inABLE.org in 2009. She negotiates and develops the organization's accessibility of ICT strategy, while leading and facilitating discussions on best practices in accessibility and international nonprofit operations. She works to positively impact the lives of marginalized populations in Africa, and was awarded the Order of the 2016 Grand Warrior of Kenya.

# Biographies

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## **Jessica Salmoiraghi**

### **Associate Administrator, Office of Government-wide Policy, General Services Administration (GSA)**

Ms. Salmoiraghi began her GSA service in April 2018. Previously, she served as Director of Federal Agencies and International Programs with the American Council of Engineering Companies, where she focused on federal and international procurement issues that affected engineering firms. Ms. Salmoiraghi also served as the Director, Federal Relations and Counsel for the American Institute of Architects, where she drove advocacy and outreach efforts before the executive and legislative branches. She also led activities focused on improving federal contracting for small, medium, and large businesses.

## **Jennifer Sheehy**

### **Deputy Assistant Secretary, Office of Disability Employment Policy (ODEP), U.S. Department of Labor (DOL)**

Ms. Sheehy leads policy development that increases job opportunities for youth and adults with disabilities. Previously, she spent 10 years at the U.S. Department of Education in many roles, including Acting Director of the National Institute on Disability and Rehabilitation Research, Acting Deputy Commissioner of the Rehabilitation Services Administration, and Special Assistant to the Assistant Secretary of Office of Special Education and Rehabilitative Services. She joined the U.S. Department of Education from the Presidential Task Force on Employment of Adults with Disabilities, where she was Senior Policy Advisor and detailed as Associate Director in the White House Domestic Policy Council. Previously, she was Vice President of the National Organization on Disability and Director of its Chief Executive Officer (CEO) Council.

## **Betsy Sirk**

### **Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)**

Ms. Sirk is an Information Technology (IT) Program Manager for NASA with over 30 years of leadership experience in program, project, technical, and contract

management focused on implementing IT-based solutions to support NASA's mission and the Federal Government. She is the Information and Communication Technology Accessibility (Section 508) Program Manager for the NASA Goddard Space Flight Center and the Co-Chairperson of the Chief Information Officer/Chief Acquisition Officer Council's Accessibility Community of Practice Industry Outreach effort. Ms. Sirk also leads government-wide strategic sourcing efforts for workstations and mobility solutions. Ms. Sirk has received numerous NASA and Federal awards for program management and leadership. She graduated Summa Cum Laude from the University of Maryland with a Bachelors degree in Psychology and holds a Masters Degree with Distinction in Computer Science and Management Information Systems from the George Washington University.

## **Willie H. Smith**

### **Senior Procurement Executive, U.S. Department of Transportation (DOT), and Co-Chair, Accessibility Community of Practice (ACOP), Federal Chief Information Officer Council**

Mr. Smith officially assumed the responsibilities of Senior Procurement Executive for the U.S. Department of Transportation (DOT) in October 2010. He is responsible for the management direction of all DOT procurement systems and programs, encompassing implementation of the full range of procurement policies, regulations, and standards. Previously Mr. Smith served as Director, Office of Acquisition Management for the Federal Highway Administration (FHWA), where he oversaw the full range of greater than one billion dollars of annual procurement services performed by the Office of Acquisition Management, including the development of FHWA procurement policy, planning, and procurement programs; the recruitment and development of potential contracting sources; and the provision of the supply items required for the daily operation of the FHWA technical offices.

Before joining DOT, Mr. Smith served as a Senior Program Analyst in the Office of the Under Secretary

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of Defense for Acquisition, Technology, and Logistics, providing acquisition management oversight for Major Defense Acquisition Programs for the U.S. Departments of Air Force, Army, and Navy. He promoted coordination, integration, and mutual understanding within the U.S. Department of Defense (DoD), between Defense agencies and other federal agencies, and with International Cooperative Programs and Allied Nations.

### **John Sullivan**

#### **Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, General Services Administration (GSA)**

Mr. Sullivan's responsibilities include leading the Government-wide IT Accessibility (Section 508) program, the DotGov program, and the Data Center and Cloud Optimization Initiative (DCCOI) program management office. He serves as a co-chair of the Federal CIO Council's Accessibility Community of Practice Vendor and Outreach Committee and leads GSA's efforts to provide technical assistance to agencies in implementing Section 508 programs.

Mr. Sullivan has 30 years of public service spanning the Environmental Protection Agency (EPA), the Office of Management and Budget (OMB), and GSA. He spent many years building enterprise architecture programs and information integration initiatives across levels of government. In 2012, he earned a lifetime achievement award in Enterprise Architecture from the FEAC Institute. In 2006, Mr. Sullivan was selected for and completed the Federal Executive Institute Leadership in Democratic Society Program. In 2012, he earned a lifetime achievement award in Enterprise Architecture from the FEAC Institute.

In 2006, Mr. Sullivan was selected for and completed the Federal Executive Institute Leadership in Democratic Society Program.

### **Kate Sweeney**

#### **HHS Section 508 Program Manager, U.S. Department of Health and Human Services (HHS)**

Ms. Sweeney coordinates and reports Section 508 activities across 11 Operating Divisions (OpDivs) that comprise HHS. This includes developing departmental policies, process, and procedures; providing guidance and support to IT project teams on the application of Section 508 requirements; managing a help desk to serve the HHS Office of the Secretary (OS), including testing, training, and remediation services; co-chairing the HHS Section 508 Operations Board; and conducting process improvement activities to provide better services and resources to employees. She leads the HHS Section 508 Operations Board annual action plan with a focus on providing better Section 508 training opportunities, updating the HHS Acquisition Regulation (HHSAR), improving the complaint process, and providing more relevant information for HHS staff requiring assistive technology.

Previously, Ms. Sweeney served in the HHS Office of the Chief Information Officer's (OCIO's) Continuous Improvement division, recommending process improvements through quality management methodologies, including a proposal to save OCIO \$35,650 per year (29% savings), 320 resource hours (35% savings), eight resources (50% savings), and reduce carry over time by 68%.

### **Frances West**

#### **Global Strategy Advisor, FrancesWestCo**

Frances West is an internationally recognized thought leader, author, speaker, and strategy advisor. She is known for her work in innovation, technology, and business transformation. Ms. West is the founder of FrancesWestCo, a global strategy advisory company, working with organizations to operationalize digital inclusion as a business and technology imperative. She has held many global executive positions in marketing, sales, strategic partner management, and research, and she served as IBM's first Chief Accessibility Officer.

# Exhibitors

Exhibits are located in the Great Hall and East Wing.

Explore products and services designed to support and enhance the lives of people with disabilities.

## AccessibilityOz

228 E 45<sup>th</sup> Street, Suite 9E  
New York, NY 10017  
accessibilityoz.com

## Agilitech Solutions LLC

76 Feather Falls Court  
Clayton, NC 27527  
agilitechsolutions.com

## Appligent Document Solutions

22 E Baltimore Avenue  
Lansdowne, PA 19050  
appligent.com

## AudioEye, Inc.

5210 E Williams Circle, Suite 750  
Tucson, AZ 85711  
audioeye.com

## Braille Works

941 Darby Lake Street  
Seffner, FL 33584  
brailleworks.com

## CommonLook

1600 Wilson Boulevard #1010  
Arlington, VA 22209  
commonlook.com

## EqualWeb

equalweb.com

## Equidox by Onix

18519 Detroit Avenue  
Lakewood, OH 44107  
equidox.co

## Esri

380 New York Street  
Redlands, CA 92373-8100  
esri.com

## Federal Communication Commission (FCC) | MITRE Corporation

445 12<sup>th</sup> Street SW  
Washington, DC 20554  
www.fcc.gov

### *MITRE Corporation*

*7515 Colshire Drive  
McLean, VA 22102-7539  
mitre.org*

## Foxit Software

41841 Albrae Street  
Fremont, CA 94538  
foxitsoftware.com

## General Services Administration (GSA)

1800 F Street NW  
Washington, DC 20006  
section508.gov

## HP Inc.

1600 N Beauregard Street  
Alexandria, VA 22311  
hp.com

## Integration Technologies Group

2745 Hartland Road  
Falls Church, VA 22043  
accessibilityproducts.net

## Loro, Co.

Harvard Innovation Lab  
125 Western Avenue  
Boston, MA 02134  
loro.xyz

## New Editions Consulting, Inc.

103 W Broad Street #400  
Falls Church, VA 22046  
neweditions.net

## Open Access Technologies

4 Main Street  
Hollis, NH 03049  
openacesstech.com

## OpenText Corporation

275 Frank Tompa Drive  
Waterloo, ON  
N2L 0A1  
Canada  
opentext.com

## PubCom

7417 Holly Avenue  
Takoma Park, MD 20912  
pubcom.com

## Rio Global Inc.

3104 Lord Baltimore Drive #207  
Windsor Mill, MD 21244  
rioglobal.io

## The Paciello Group

17757 US 19 North, Suite 560  
Clearwater, FL 33764  
paciellogroup.com

## U.S. Government Publishing Office (GPO)

732 North Capitol Street NW  
Washington, DC 20401  
gpo.gov

Exhibitors subject to change  
without notice.

Reference in this program to any specific commercial product, process, or service, or the use of any trade, firm, or corporation name is for the information and convenience of attendees, and does not constitute endorsement, recommendation, or favoring by the U.S. General Services Administration or the federal government.

# Acknowledgments

The following features were made possible by contributions to the 2019 Interagency Accessibility Forum.

Generous donations are essential to the success of IAAF. Support for this year's forum was provided from several federal organizations, cultivating a growing awareness that accessibility is a business imperative. Thank you!



## Federal CIO Council

Attendee badges and lanyards, closed captioning, interpreters.



## U.S. Department of Justice

Printed programs and communications.



## U.S. Department of Labor

Braille programs.



## U.S. Health and Human Service

Hospitality and venue.

## Thank you

To all keynote speakers; breakout session moderators and panelists; attendees; IAAF volunteers; exhibitors; and the national anthem soloists.

# Restaurants

The following HHS cafeteria, Federal Center SW, and L'Enfant Plaza dining options are provided for convenience. Restaurant availability and menus are subject to change without notice and are not guaranteed by IAAF.

## HHS CAFÉ BY CORPORATE CHEFS, INC.

*Located inside the U.S. Department of Health and Human Services (HHS) on the 8<sup>th</sup> floor*

200 Independence Avenue SW  
Delicatessen, grill, healthy balance selections, hot entrées, oven fresh pizza

## FEDERAL CENTER SW AREA

### 2 Sisters Deli

400 C Street SW  
New York sandwiches, breakfast wraps  
Approximately a four-minute walk (0.2 mile) via C Street SW

### 21<sup>st</sup> Amendment Bar and Grill

*Located inside the Holiday Inn Washington-Capitol*  
550 C Street SW  
American  
Approximately a six-minute walk (0.3 mile) via C Street SW

### Capitol Bistro

*Located inside the Holiday Inn Washington-Capitol*  
550 C Street SW  
Lunch buffet, full-service à la carte  
Approximately a six-minute walk (0.3 mile) via C Street SW

### Cosmo Cafe

600 Maryland Avenue SW #115W  
International selections, salad bar, sandwiches  
Approximately a 10-minute walk (0.4 mile) via Independence Avenue SW

### McDonald's

400 C Street SW  
Burgers, fries, and shakes  
Approximately a four-minute walk (0.2 mile) via C Street SW

### Mitsitam Native Foods Cafe

*Located inside the National Museum of the American Indian*  
Independence Avenue SW and 4<sup>th</sup> Street Southwest

Gourmet Native American cuisine  
Approximately a five-minute walk (443 feet) via 3<sup>rd</sup> Street SW and Maryland Avenue SW

### Pavilion Café at the Sculpture Garden

*Located inside the National Gallery Sculpture Garden*  
7<sup>th</sup> Street and Constitution Avenue NW  
Sandwiches, salads, pizza  
Approximately a 14-minute walk (0.6 mile) via 3<sup>rd</sup> Street SW, Pennsylvania Avenue NW, and Constitution Avenue NW

### Starbucks

409 3<sup>rd</sup> Street SW Suite 105  
Coffee, tea, breakfast, bakery  
Approximately a two-minute walk (0.1 mile) via 3<sup>rd</sup> Street SW

### Pizza Autentica

300 7<sup>th</sup> Street SW  
New York pizza, Italian specialties  
Approximately a 10-minute walk (0.4 mile) via C Street SW

### Vie De France Bakery and Café

600 Maryland Avenue SW #170W  
French  
Approximately a 10-minute walk (0.4 mile) via Independence Avenue SW

### Quiznos

400 C Street SW  
Subs, salads, soups  
Approximately a four-minute walk (0.2 mile) via C Street SW

### Rice Bar Capital Gallery

600 Maryland Avenue SW  
Korean  
Approximately a 10-minute walk (0.4 mile) via Independence Avenue SW

## L'ENFANT PLAZA FOOD COURT

429 L'Enfant Plaza, SW  
Approximately a 20-minute walk (0.8 mile) via C Street SW and D Street SW

### Amsterdam Falafelshop

Middle Eastern, falafels, sandwiches

### California Tortilla

Burritos, tacos, and sides

### Charley's Philly Steaks

Sandwiches, gourmet fries, salads

### Church's Chicken

Fried chicken, sandwiches, sides

### Five Guys

Burgers, hot dogs, sandwiches, fries

### Maizal South American Street Food

Tapas, churros, rice bowls

### Mamma Ilardo's Pizzeria

Pizza, calzones

### Moe's Southwest Grill

Burritos, tacos, quesadillas, nachos

### Panda Express

Chinese

### Panera Bread

Sandwiches, salads, soups, entrées

### Pho Express

Vietnamese soup

### Potbelly Sandwich Works

Sandwiches, soup, salads

### Roti Mediterranean Grill

Sandwiches, bowls, salads

### Sandella's Flatbread Café

Wraps, paninis, quesadillas, salads

### Subway

Sandwiches

# About

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## IAAF

*Ensuring accessibility is a business imperative*

**The 2019 Annual Interagency Accessibility Forum (IAAF)** is sponsored by the Federal Chief Information Officer Council's (Federal CIO Council's) Accessibility Community of Practice (ACOP) and hosted by the General Services Administration (GSA) and the U.S. Department of Health and Human Services (HHS).

IAAF brings together senior leadership to ensure accessibility is a business imperative and aligns the customer experience, website development, user experience (UX), and accessibility communities, in support of Section 508 of the Rehabilitation Act, and the 21<sup>st</sup> Century Integrated Digital Experience Act (21<sup>st</sup> Century IDEA).

IAAF is produced by GSA's Office of Government-wide Policy (OGP), Government-wide IT Accessibility Program. The 2019 IAAF program was produced by the U.S. Department of Justice (DOJ), Office of the Chief Information Officer's communications staff.

## NDEAM

*The Right Talent, Right Now*

**October is National Disability Employment Awareness Month (NDEAM)**, designed to educate Americans about issues related to disability and employment.

Originally established in 1945, Congress declared the first week in October "National Employ the Physically Handicapped Week," then removed the word "physically" in 1962 to acknowledge the employment needs and contributions of individuals with all types of disabilities. Congress expanded the week to a month in 1988, also changing the name to "National Disability Employment Awareness Month." NDEAM is led by the U.S. Department of Labor's (DOL's) Office of Disability Employment Policy (ODEP).

The U.S. Bureau of Labor Statistics reported 19.1 percent of employed Americans in 2018 have a disability.

### **Learn more**

[whatcanyoudocampaign.org/celebrate-ndeam](http://whatcanyoudocampaign.org/celebrate-ndeam)



## **U.S. General Services Administration**

1800 F Street NW  
Washington, DC 20006

[gsa.gov](http://gsa.gov) | [section508.gov](http://section508.gov)

IAAF is produced by the U.S. General Services Administration (GSA), Office of Government-wide Policy (OGP), Government-wide IT Accessibility Program.

### **2019 IAAF Location**

Hubert H. Humphrey Building  
U.S. Health and Human Services Headquarters  
200 Independence Avenue SW  
Washington, DC 20201

**Subject:** [Re: Get ready for the IAAF! Location and Livestream Info](#)  
**From:** Dwight.Wolkow@TREASURY.GOV  
**Reply To:** Dwight.Wolkow@TREASURY.GOV  
**Date:** Fri, 4 Oct 2019 12:02:43 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (35 kB) , [image001.jpg](#) (35 kB)

The location of this event is 200 Independence Ave, SW  
Washington DC 20201

**From:** John Sullivan - M1EB <[john.j.sullivan@GSA.GOV](mailto:john.j.sullivan@GSA.GOV)>  
**Sent:** Thursday, October 3, 2019 4:47 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Get ready for the IAAF! Location and Livestream Info

The [2019 Interagency Accessibility Forum](#) (IAAF) is just four days away and we can both sense and see the excitement. Registration is through the roof! We are really excited about seeing so many customer experience, web development, and acquisition, and accessibility professionals come together to create inclusive experiences for all.

**The IAAF is being held at the Department of Health and Human Services's Hubert H. Humphry building** in downtown Washington, DC. The welcome session will begin promptly at 9:00 AM on Monday, October 7 and Tuesday, October 8. The [IAAF program web page](#) contains all you need to know as you plan your attendance.

Please arrive early to make it through HHS security and registration.

Please find the full agenda attached below.

For those outside of the D.C. area and unable to attend in person, we will be bringing the excitement to you! Below are streaming options for our keynote sessions.

**10/7 Livestream:** <https://www.hhs.gov/live/index.html>

**9:00 AM** Welcome

Jose Arrieta, HHS Office of the Secretary, Chief Information Officer, Health and Human Services (HHS)

**9:15 AM** Keynote: *The Right Talent, Right Now*

Jennifer Sheehy, Deputy Assistant Secretary, ODEP, DOL

**9:45 AM** Keynote: *Accessibility is a Business Priority*

James Gfrerer, Assistant Secretary for Information and Technology and CIO, VA

**10:30 AM** General session: *Future Directions of Inclusive Technologies*

Moderator: Betsy Sirk, Information Technology and Section 508 Program Manager, National Aeronautics and Space Administration (NASA)

Panelists:

- Dean Halstead, Director of Cloud, Collaboration and Accessibility, U.S. Microsoft Public Sector;
- Seamus McAteer, General Manager, Otter.ai;
- Keith Nakasone, Deputy Assistant Commissioner for Acquisition Management, IT Category, General Services Administration (GSA);
- John Rochford, Director, INDEX Program, Eunice Kennedy Shriver Center, and Faculty, University of Massachusetts Medical School;
- Debra Ruh, Chief Executive Officer and Founder, Ruh Global Communications (RGC);
- Paul Schroeder, Public Policy and Strategic Alliances, Aira Tech Corporation;
- Corinne Weible, Co-Director, Partnership on Employment and Accessible Technology (PEAT), DOL

**2:00 PM** Breakout Session: *Section 508 Web Testing: Trusted Tester and Configuring Automated Tools*

Moderator: Michael Horton, Accessible Design and Development Advisor, Office of Government-wide Policy (OGP), GSA

Panelists:

- Cynthia Clinton-Brown, Executive Director, Office of Accessible Systems and Technology, U.S. Department of Homeland Security (DHS);
- Katherine Eng, Senior ICT Accessibility Specialist, U.S. Access Board

**3:45 PM** Keynote: *Authentic Inclusion Drives Disruptive Innovation*

Frances West, Global Strategy Advisor, Former IBM Chief Accessibility Officer

**4:15 PM** Day in Review

John Sullivan, Director, Office of Information Resources Management, and Director, Government-wide IT Accessibility Program, GSA

**10/8 Livestream:** <https://www.hhs.gov/live/index.html>

**9:00 AM** Welcome

Jessica Salmoiraghi, Associate Administrator, Office of Government-wide Policy, GSA

**9:15 AM** Keynote: *The Americans with Disabilities Act - Then and Now*

Tony Coelho, Member of the U.S. House of Representatives from California's 15th district (January 3, 1979 - June 15, 1989)

**10:15 AM** Keynote: *Introducing Accessibility to Children at Thika Primary School for the Blind*

Irene Mbari-Kirika, founder and Executive Director, inABLE.org

**1:00 PM** Breakout Session: *Website Accessibility Testing and Evaluation*

Moderator: Shawn Garmer, 508 Program Manager, U.S. Small Business Administration (SBA)

Panelists:

- Alan King, Senior Accessibility Specialist, DHS;
- David Stenger, Senior Innovation Specialist, Technology Transformation Service, GSA;
- Mark Urban, Section 508 Coordinator and 508 Co-Chair, Centers for Disease Control and Prevention (CDC)

**2:15 PM** Keynote: *A Balancing Act: National Security and Accessibility Needs*

Douglas Cossa, Deputy Chief Information Officer, Defense Intelligence Agency (DIA)

**2: 45 PM** Wrap-up and Thank You

Kate Sweeney, HHS and OS Section 508 Program Manager, Office of the Secretary (OS), HHS

John Sullivan, Director, Government-wide IT Accessibility Program, GSA

For those attending, **we expect registration to be busy so please plan to arrive before 8:30 AM.**

--

	<b>U.S. General Services Administration</b>
	<b>John J. Sullivan</b>
	Director, Office of Information Resources Management
	Director, Government-wide IT Accessibility Program
	Office of Government-wide Policy
	Office 202-501-1983   Mobile (b) (6)
	1800 F Street, NW
	Washington, DC 20405
	<a href="http://www.gsa.gov">www.gsa.gov</a>

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**Subject:** [Anyone deliver a microlearning type course via daily emails?](#)  
**From:** "(b) (6)" <(b) (6)@JUD.CA.GOV>  
**Reply To:** (b) (6)  
**Date:** Fri, 4 Oct 2019 16:56:53 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2164 bytes) , [text/html](#) (11 kB)

Hello,

Years ago there was a free service called SpacedEd that let you create a microlearning type of course consisting of a set number of questions/answers. Users could subscribe to it, and they would be sent a daily question that you had developed for your course. You, as the creator, just had to write up the questions/answers. SpacedEd would send out a question daily to users who had subscribed—the delivery process was automated.

I am looking to revisit developing this type of course, but I'm having trouble finding a delivery system similar to what SpacedEd did. Has anyone developed something similar? If so, what did you use? I don't want to do it via an app, as I want to keep it as trouble free as possible for my users.

I look forward to reading your suggestions and/or experiences with this type of delivery method.

Thanks!

(b) (6)

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(b) (6) pronouns she/her), Media Producer  
Center for Judicial Education and Research (CJER) | Operations and Programs Division  
Judicial Council of California  
455 Golden Gate Avenue, San Francisco, CA 94102-3688  
(b) (6) | (b) (6) [@jud.ca.gov](mailto:(b) (6)@jud.ca.gov) | [www.courts.ca.gov](http://www.courts.ca.gov)

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**Subject:** [Our Latest USAGov Blog Post! Most Popular Questions We Get Through Contact Center](#)  
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>  
**Date:** Tue, 8 Oct 2019 11:56:38 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1912 bytes) , [text/html](#) (3331 bytes)

Happy Tuesday, all!

I wanted to [share the latest blog post](#) on the most popular questions we received through the USAGov Contact Center from May to August of this year in both English and Spanish. The team manages a contact center that answers questions from the public via phone and chat. We analyze the types of questions we get so we can learn about our users and their needs.

If you would like to sign up to receive updates when we publish a new blog post about the work USAGov does, what we learn about our efforts, etc, feel free to subscribe to receive blog email updates (we send around 2 messages per month). You can subscribe directly from the blog or by visiting <https://connect.usa.gov/blog-email-sign-up-page>.

Thank you!

--



**Claire Loxsom**

USAGov Outreach

Gen Administration, Technology Transformation Services

M: (b) (6)

[Partner with USAGov!](#)

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**Subject:** SHARING --> Call for Proposals: Information Architecture Conference 2020; DEADLINE: Oct 14  
**From:** "Davis, Mashana (NIH/OD/ORS) [E]" <mashana.davis@NIH.GOV>  
**Reply To:** Davis, Mashana (NIH/OD/ORS) [E]  
**Date:** Tue, 8 Oct 2019 19:40:34 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1890 bytes) , [text/html](#) (4 kB)

Hello there!

Please consider submitting a proposal for a poster, talk, and/or pre-conference workshop to the 2020 Information Architecture Conference (IAC). Next year's conference will be held in New Orleans and the theme is "Sense and Sense-making." Conference organizers are looking to mix things up next year by including more government speakers.

The submission deadline is October 14, 2019 and can be done online: <https://www.theiaconference.com/present/speaking-iac20-call-proposals/>.

Thanks,

---

**MaShana Davis, MIM**

Information Architect  
National Institutes of Health Library  
Division of Library Services  
Office of Research Services  
Bldg. 10, Room 1L13E, MSC 1150  
Bethesda, MD 20892-1150  
301-827-3843 (o)  
(b) (6) (c)  
[mashana.davis@nih.gov](mailto:mashana.davis@nih.gov)

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**Subject:** [Requirements for SIRI Application](#)  
**From:** "(b) (6)" <(b) (6)@IOWA.GOV>  
**Reply To:** (b) (6)  
**Date:** Wed, 9 Oct 2019 11:01:23 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2475 bytes) , [text/html](#) (6 kB)

I need to issue an RFP for the development of a SIRI application and am looking for any previous SIRI related RFPs to glean any unique SIRI requirements. If you have developed a SIRI application I would be interested in hearing from you about requirements or any lessons learned. We have a headless Drupal site serving answers to common questions now available to Alexa and Google Home through "Ask the State of Iowa" and want to extend this functionality to SIRI.

Thank you in advance for your help!!!

--



(b) (6)  
eGovernment Services Coordinator  
1305 E Walnut Street | Des Moines, IA 50319  
1375 E. Court Avenue - Physical Address

(b) (6)  
[ocio.iowa.gov](http://ocio.iowa.gov)



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**From:** "(b) (6)" <(b) (6)@IOWA.GOV>  
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Thank you in advance for your help!!!

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**Subject:** Graphics Designer Needed: Taxpayer Advocate Service - Management and Program Analyst (Project Manager)  
**From:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Reply To:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Date:** Wed, 9 Oct 2019 17:03:14 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1429 bytes) , [text/html](#) (4 kB)

Hello All –

The Taxpayer Advocate Service (TAS) is currently hiring a GS-14 Graphics Designer – great opportunity to work with a very talented team while making a significant impact on taxpayers' lives.

Come join our Communications team, announcement closes on 10/21 – more details can be found [here!](#)

Very Respectfully,  
Bruno

**Bruno Moura**  
Senior Web Strategist  
TAS CSO | Multimedia & Technology  
[Taxpayer Toolkit](#)

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**Subject:** Public Affairs Job with US Army GS13/14  
**From:** "(b) (6)" CIV USARMY HQDA ASA MRA (USA) <(b) (6) civ@MAIL.MIL>  
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (USA)  
**Date:** Wed, 9 Oct 2019 19:20:02 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** text/plain (1053 bytes) , smime.p7s (5 kB)

Great job opportunity with the US Army in the DC area!

<https://www.usajobs.gov/GetJob/ViewDetails/548004700>

(b) (6)  
US Army

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\*\*\*\*\*

**Subject:** Seeking usability PDs  
**From:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Reply To:** Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>  
**Date:** Thu, 10 Oct 2019 18:52:16 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1273 bytes) , [text/html](#) (1993 bytes)

Dear federal colleagues:

Does anyone have a PD for UX Writer/Editor, Digital User Experience Manager, or Digital Strategist that you'd be willing to share?

--

Kristal Byrd, UXC  
User Experience Certified  
User Experience/Digital Analysis Program Manager  
Office of Strategic Communication  
General Service Administration

v: 9  
c: (b) (6)

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**Subject:** [Register for Using Neural Machine Translation for Multilingual Communication](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Fri, 11 Oct 2019 10:00:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1776 bytes) , [text/html](#) (4 kB)

Hi Content Managers COP,

Join the Multilingual COP on **Tuesday, October 15, 11:00 AM – 12:00 PM ET** to learn about a type of Artificial Intelligence (AI) technology, called Neural Machine Translation (NMT), that is quickly earning the attention of multilingual communities. This software is helping to expedite the translation process and has the potential to open government information to more non-English languages.

In this session, we will give a high-level overview of machine translation technology. We will discuss the evolution of machine translation (MT), how MT is used in the government, ways to “specialize” a language engine to a specific domain, calculation of return on investment (ROI), and the road ahead.

Register: <http://go.usa.gov/xVeJf>

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**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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**Subject:** USWDS Monthly Call: "What is a Design System?" (Thu, Oct 17 @ 2:30 p.m. ET)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Tue, 15 Oct 2019 16:00:44 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3013 bytes) , [text/html](#) (19 kB)

Is your team thinking about migrating to the U.S. Web Design System (USWDS)?

Please join Dan Williams, USWDS product lead, **this Thursday, Oct 17 at 2:30 p.m. ET/11:30 a.m. PT**, as we answer the question, "Just what is a web design system?" To answer that question Dan will talk about how a design system like USWDS helps teams design and build dynamic and effective government websites. So if you or someone on your team is interested in design system basics, join us to discuss The Rules of Play: Creativity and Constraint in the U.S. Web Design System.

[Register](#) to join the webinar.

A video of each of these calls is available at [Digital.gov/events](#) shortly after the conclusion of the call. [Watch the video](#) from last month's call to learn more about bootstrapping USWDS to an existing site.

Connect with U.S. Web Design System:

- [Home Page for USWDS 2.0](#)
- [GitHub](#)
- [Slack](#)
- [Twitter](#)
- [Join our community](#)
- [Email Us](#)

We look forward to you attending!

**Rhett Skelton**

DigitalGov University (DGU) Support

[DigitalGov](#)

U.S. General Services Administration (GSA)

Technology Transformation Service (TTS)

Office of Products & Programs

[rhett.skelton@gsa.gov](mailto:rhett.skelton@gsa.gov)



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**Subject:** [Federal tos for canva?](#)  
**From:** "Brod, Noah" <noah.brod@SBA.GOV>  
**Reply To:** Brod, Noah  
**Date:** Tue, 15 Oct 2019 22:50:07 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1219 bytes) , [text/html](#) (11 kB)

I didn't seem them listed on the public registry, does anyone work with canva or know if they have a federal tos available?

Noah Brod  
Economic Development  
San Francisco District Office  
U.S. Small Business Administration  
c. (b) (6)  
455 Market Street Suite 600  
San Francisco, CA 94105

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**Subject:** [FW: Join us for The IA Conference - Final few days to submit!](#)  
**From:** "Davis, Mashana (NIH/OD/ORS) [E]" <mashana.davis@NIH.GOV>  
**Reply To:** Davis, Mashana (NIH/OD/ORS) [E]  
**Date:** Wed, 16 Oct 2019 13:36:43 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (38 kB)

The deadline for submissions has been extended to October 21.

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**From:** The IA Conference Team <info@theiaconference.com>  
**Sent:** Tuesday, October 15, 2019 4:18 PM  
**To:** Davis, Mashana (NIH/OD/ORS) [E] <mashana.davis@nih.gov>  
**Subject:** Join us for The IA Conference - Final few days to submit!

## Join us for IAC20 in New Orleans - Submissions close at MIDNIGHT EST on 10/21.



## Help us make sense of the world...

2020 will be a big year for The IA Conference and we'd love to see you there.

[Participate in IAC - Submit now!](#)

Over the last 6 weeks we've received lots of submissions to present and share ideas at the conference. But we're extending the call for submissions a little longer, until MIDNIGHT EST on 10/21. We'd love to attract even more voices to our event and so there are a few other reasons for the extension.

## Introducing lightning talks

We really want to encourage new voices, so we've added a new session type that might appeal to less experienced speakers. Our 7-minute lightning talks will give anyone the chance to step onto one of our main stages and share early ideas, hunches or quick provocations. We hope this will help our mission to open opportunities for all. As a quick reminder – for those who don't want to contribute via the stage, [our Poster night offers an even more intimate setting in which to share ideas.](#)

As we're adding a new format, we've extended submissions for all types of session. That means if you've submitted for a longer talk but would like to

switch, you still can... in fact, you can submit any format of session and edit submissions until the deadline on 10/21.

## Related fields and new voices

Our theme this year is 'making sense'. Our conference is focused on information architecture – but to make sense of our world sometimes requires fresh ideas and perspectives. So if you were worried your talk took an unusual approach to the theme or if you have a colleague or contact from outside the field who might be able to inform or inspire – please take this opportunity to submit.

## Helping you make sense

We also pride ourselves on giving first-time speakers opportunities. The IAC has always invested time and support in new voices. If you feel like you have the beginnings of an idea but feel like you can't explain or express it via the submission form, please reach out to one of the co-chairs. You can reply to this email or find us on Twitter @danramsdn, @nwhysel and @sandblasta. We can either help you directly or put you in touch with someone who can.

We know that there are barriers out there that sometimes keep the best ideas from being shared. And we know that the submission process can be daunting. But **whether you're an established voice or someone who has never spoken at a conference before, we would love to hear your ideas and we'll try to find a space for you to share at IAC20 in New Orleans.**

For more details on our theme or to submit – [visit our website now](#).

[Participate in IAC - Submit now!](#)

## Make this your year to join us at #IAC20 in New Orleans!

The IAC is April 14-18, 2020 in New Orleans

Photo by [NICO BHLR](#) on [Unsplash](#)



*Copyright © 2019 IAC. All rights reserved.*

You are receiving this email because you have asked for more information about the IAC or have attended the Conference in the past.

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

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**Subject:** [USWDS Monthly Call: "What is a Design System?" \(TODAY! @ 2:30 p.m. ET\)](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Thu, 17 Oct 2019 09:49:55 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3086 bytes) , [text/html](#) (20 kB)

Hello!

Is your team thinking about migrating to the U.S. Web Design System (USWDS)?

Please join Dan Williams, USWDS product lead, **TODAY!, Oct 17 at 2:30 p.m. ET/11:30 a.m. PT**, as we answer the question, "Just what is a web design system?" To answer that question Dan will talk about how a design system like USWDS helps teams design and build dynamic and effective government websites. So if you or someone on your team is interested in design system basics, join us to discuss The Rules of Play: Creativity and Constraint in the U.S. Web Design System.

A video of each of these calls is available at [Digital.gov/events](#) shortly after the conclusion of the call. [Watch the video](#) from last month's call to learn more about bootstrapping USWDS to an existing site.

[Register](#) to join the webinar.

Connect with U.S. Web Design System:

- [Home Page for USWDS 2.0](#)
- [GitHub](#)
- [Slack](#)
- [Twitter](#)
- [Join our community](#)
- [Email Us](#)

We look forward to you attending!

**Rhett Skelton**

DigitalGov University (DGU) Support

[DigitalGov](#)

U.S. General Services Administration (GSA)

Technology Transformation Service (TTS)

Office of Products & Programs

[rhett.skelton@gsa.gov](mailto:rhett.skelton@gsa.gov)



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**DigitalGov University**

[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)

<https://digital.gov/events/>

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**Subject:** [WARC browsing](#)  
**From:** "Ellison, Ben A" <ben.ellison@RL.DOE.GOV>  
**Reply To:** Ellison, Ben A  
**Date:** Fri, 18 Oct 2019 15:19:10 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2445 bytes) , [text/html](#) (4 kB)

Is anyone out there making WARC files (web archive) browsable by end users via a website?

My specific use-case: I have a massive collection of interrelated files between us and one of our regulatory authorities that constitutes a single item (e.g., "permit"). This permit is usually provided to me to host as a website (on a CD). My challenge is to provide this to the public, make it searchable, and treat it as a single configuration-managed item (record – although I'm not officially the record holder, just providing a convenience copy for the public on behalf of our regulatory agency). My preference is to utilize our existing external content management system to do this (Alfresco back end, drupal front end). My thoughts were to capture this permit "website" as a WARC, which can then be uploaded into our Alfresco system and managed appropriately. However, I haven't been able to dig up any reliable information on a way to interact with that WARC programmatically (for deep searches) nor expose the contents of the WARC for users to "browse" through. I really don't want end users to have to download software to view/use the information.

(Yes, I do realize I could just host the website as an actual website... but then I have a version of that website for every version of the collection sitting around, and there are some cyber fence-line nuances I have to take into consideration)

Thoughts?

--Ben

Benjamin Ellison  
Chief Information Officer, Hanford  
Department of Energy  
509-376-5318

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Subject: Supervisory IT Project Manager Openings at DOJ/ENRD  
From: (b) (7)(C), (b) (6) USDOJ.GOV>  
Reply To:  
Date: Fri, 18 Oct 2019 18:23:30 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3235 bytes) , text/html (8 kB)

Dear Colleagues,

Please see the job opportunities below, and forward to any and all qualified candidates for consideration.

**Summary:**

The U.S. Department of Justice's [Environment and Natural Resources Division \(ENRD\)](#) Executive Office seeks two **Supervisory IT Project Managers**: one in Office of Information Management (OIM) and one in Office of Information Technology (OIT). OIM provides business process automation, data/content management, and software development. OIT provides IT infrastructure (e.g. servers, network, storage).

The incumbents provide subject matter expertise in Agile Project Management to support end-user needs and foster continuous improvements across all digital products and services.

**To Apply:**

- (Link for Public to apply) <https://www.usajobs.gov/GetJob/ViewDetails/547982400>
- (Link for Federal Employees to apply) <https://www.usajobs.gov/GetJob/ViewDetails/547982700>

**Closing Date:**

10/25/2019

=====  
Are you interested in a rewarding and challenging career? Join the Environment and Natural Resources Division (ENRD), U.S. Department of Justice! ENRD has been ranked as the #1 Best Place to Work (Agency Subcomponent Category) in the Federal Government three times by the Partnership for Public Service and has consistently ranked as a top place to work based on OPM's comprehensive annual Federal Employee Viewpoint Survey.

Our offices are conveniently located adjacent to the NoMA-Gallaudet University (Red Line) Metro Station, a short walk from Union Station. ENRD's building was constructed in 2019; offices and shared spaces in the building are new, clean, well-equipped, and packed with amenities. A wide variety of restaurants, coffee shops, stores, entertainment venues, and other attractions are easily accessible to employees in the neighborhood. The rich, culturally-diverse NoMA neighborhood is one of the most up-and-coming neighborhoods in DC!

Thanks!

(b) (7)(C), (b) (6)

Information Management  
Environment and Natural Resources Division  
U.S. Department of Justice  
(202) 305-7352 (b) (7)(C), (b) (6) [usdoj.gov](http://usdoj.gov)

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**Subject:** Fwd: [PL-COP-MAIN] Write for GovLoop!  
**From:** Bridget Serchak <BSerchak@VOANEWS.COM>  
**Reply To:** Bridget Serchak <BSerchak@VOANEWS.COM>  
**Date:** Fri, 18 Oct 2019 18:32:18 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3728 bytes) , [text/html](#) (7 kB)

Just x-posting.

Bridget Ann Serchak  
Director of Public Relations  
Voice of America  
US Agency for Global Media

---

**From:** Plain Language COP Main <PL-COP-MAIN@LISTSERV.GSA.GOV> on behalf of Katherine Spivey - QT1DCB <katherine.spivey@GSA.GOV>  
**Sent:** Friday, October 18, 2019 1:49:00 PM  
**To:** PL-COP-MAIN@LISTSERV.GSA.GOV <PL-COP-MAIN@LISTSERV.GSA.GOV>  
**Subject:** [PL-COP-MAIN] Write for GovLoop!

Looking to build your experience or have something new for LinkedIn?

Deadline for applying is November 1, 2019.

**The details:** We're looking for 15 (or more!) great GovLoop voices to write once a week for the GovLoop community starting from mid-November for 12 weeks into January 2020. We want you to write about subjects you think are important — from experiences at your agency, to the way automation is impacting your job, to tips on how to increase fed engagement — really, anything that inspires you. If it's important to you, it's important to us and we want it on GovLoop.

**What's in it for you?** In addition to having your articles read by our community of 300,000, you'll get:

- A featured homepage slot on GovLoop every time you post
- Promotion of your posts to our social network communities (and we'll promote your Twitter handles, too)
- Recognition of your efforts and status via a special GovLoop Featured Contributor banner
- A package of free GovLoop swag (t-shirts, stickers and more)
- Published articles and a great line on your resume
- Feedback, writing tips and blog guidance with bi-weekly metrics reports for top trending articles

If you want to be a part of this prestigious program, it's easy. All you have to do is [email the Featured Contributors program coordinator, Catherine, here](#), with three blog post ideas, a writing sample and your resume. Please use the subject line "GovLoop Featured Contributor."

Write for GovLoop:

<https://www.govloop.com/apply-to-be-a-govloop-featured-contributor-2/>

Katherine Spivey  
Web/Social Media Manager  
QTIDCA – Outreach Analysis & Digital Media Branch

GSA's Plain Language Office  
[katherine.spivey@gsa.gov](mailto:katherine.spivey@gsa.gov)

---

To unsubscribe from the PL-COP-MAIN list, create a new email message, addressed to [PL-COP-MAIN-unsubscribe-request@listserv.gsa.gov](mailto:PL-COP-MAIN-unsubscribe-request@listserv.gsa.gov). The message content does not matter and the source email address will be removed from the list.

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Subject: 508 Training  
From: "(b) (6)" C CIV (US) DeCA HQ MPD" <(b) (6) DECA.MIL>  
Reply To: (b) (6) C CIV (US) DeCA HQ MPD  
Date: Fri, 18 Oct 2019 19:12:44 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (26 lines)

Does anyone require 508 compliance training for users who post to the agency's website? Can anyone recommend a good tutorial that's specific to the web? My agency doesn't have an official 508 officer and I'd like to give at least a primer on it to those who are authors on our website.

Thanks!

(b) (6)  
Defense Commissary Agency  
(b) (6)

\*\*\*\*\*

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Subject: Re: 508 Training  
From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>  
Reply To: Amanda Dean - ZCT <amanda.dean@GSA.GOV>  
Date: Mon, 21 Oct 2019 09:25:38 -0400  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3430 bytes) , text/html (7 kB)

Hi (b) (6)

Here are a few I know of--can't vouch for which are best, but they may be useful!

On [section508.gov](http://section508.gov) you can create and test accessible products and learn more about the policy and how to manage 508 programs.

HHS offers [guidance for making files accessible](#).

From DigitalGov there's the [social media accessibility toolkit](#), [how/why for accessible videos](#), [multimedia accessibility](#),

You may also want to try reaching out to DigitalGov's [Accessibility community of practice](#) for more resources and recommendations!

Amanda



**Amanda Dean**  
202.997.9481  
Technology Client Team  
Office of Strategic Communication

On Mon, Oct 21, 2019 at 8:49 AM (b) (6) C CIV (US) DeCA HQ MPD <(b) (6)@deca.mil> wrote:

Does anyone require 508 compliance training for users who post to the agency's website? Can anyone recommend a good tutorial that's specific to the web? My agency doesn't have an official 508 officer and I'd like to give at least a primer on it to those who are authors on our website.

Thanks!

(b) (6)  
Defense Commissary Agency  
(b) (6)

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Subject: Re: 508 Training  
From: "Perrin, James (OI&T)" <James.Perrin3@VA.GOV>  
Reply To: Perrin, James (OI&T)  
Date: Mon, 21 Oct 2019 13:59:59 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (3609 bytes) , text/html (12 kB)

Kristen,

You can try these training resources for web accessibility.  
The first three items are good for getting familiar with web accessibility as a content manager.

1. Web Accessibility, An Introduction  
[http://dhark.com/Slidy/web\\_accessibility.html](http://dhark.com/Slidy/web_accessibility.html)
2. Web Accessibility for Section 508  
<https://www.jimthatcher.com/webcourse1.htm>
3. Web Accessibility  
<https://www.udacity.com/course/web-accessibility--ud891>
4. Accessibility Training  
<https://www.section508.gov/training>
5. Accessibility Training for Developers  
<https://www.section508.gov/create/developer-training>
6. DHS Accessibility Training News  
<https://www.dhs.gov/news/2018/10/01/accessibility-training-news>
7. The Office of Accessible Systems & Technology (OAST) Training Resources  
<https://training.section508testing.net/>

Respectfully,

James Perrin  
Senior IT Analyst  
SharePoint & Web Enterprise Applications Service Line (EASL)  
VA Office of Information and Technology  
U.S. Department of Veterans Affairs  
503-512-9204  
[James.Perrin3@va.gov](mailto:James.Perrin3@va.gov)  
[LinkedIn](#) | [GitHub](#)

-----Original Message-----

From: (b) (6) C CIV (US) DeCA HQ MPD <(b) (6) DECA.MIL>  
Sent: Friday, October 18, 2019 12:13 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] 508 Training

Does anyone require 508 compliance training for users who post to the agency's website? Can anyone recommend a good tutorial that's specific to the web? My agency doesn't have an official 508 officer and I'd like to give at least a primer on it to those who are authors on our website.

Thanks!

(b) (6)  
Agency  
(b) (6)

\*\*\*\*\*

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Subject: Re: 508 Training  
From: "(b) (6)" (HHSC)" <(b) (6)> HHSC.STATE.TX.US>  
Reply To: (b) (6) (HHSC)  
Date: Mon, 21 Oct 2019 14:36:45 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (60 lines)

Hi (b) (6)

Here's a couple more from our Accessibility Supervisor:

Also the W3C/WAI has resources based on roles (developer, designer, contributor, manager etc): <http://www.w3.org/WAI/roles/>

Specific resources for DOD can be found here: <https://dodcio.defense.gov/DoDSection508.aspx>

(b) (6)  
Technical Coordinator  
Texas Health & Human Services Commission  
Office of Communications

(b) (6)

-----Original Message-----

From: (b) (6) C CIV (US) DeCA HQ MPD <(b) (6)> DECA.MIL>  
Sent: Friday, October 18, 2019 2:13 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] 508 Training

WARNING: This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Does anyone require 508 compliance training for users who post to the agency's website? Can anyone recommend a good tutorial that's specific to the web? My agency doesn't have an official 508 officer and I'd like to give at least a primer on it to those who are authors on our website.

Thanks!

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Defense Commissary Agency

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Subject: Re: 508 Training  
From: "Urban, Mark (CDC/OCOO/OCIO/ITSO)" <fka2@CDC.GOV>  
Reply To: Urban, Mark (CDC/OCOO/OCIO/ITSO)  
Date: Mon, 21 Oct 2019 14:53:55 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (74 lines)

Hi Kristen,

Are you looking for

- a) a quick awareness session,
- b) a "base knowledge" class that would train them on the verbiage "WCAG, 508," and issues (contrast, screen readers, keyboard nav), or
- c) a "Basic Web Accessibility" course that gets into WCAG and the standards for accessible websites ?

so these are cumulative, that means "B" includes "A, and "C" includes "A+B".

"A": there's plenty of free awareness videos out there. Here's one from HHS (with annoying music, I must admit):  
[https://youtu.be/LZy\\_WviXw2w](https://youtu.be/LZy_WviXw2w)

If you prefer text, here's a great 1-pager from Usability.gov: <https://www.usability.gov/what-and-why/accessibility.html>.

"B" : for free, (but from a vendor) is Deque's "web Accessibility 101". A bit dated but its still one I point people to who just "want to watch a video" rather than take a training. No vendor endorsement intended. <https://www.youtube.com/watch?v=FMZO-7Z-FpY>

For text types, the WEBAIM Articles are a fantastic reference point for web developers who are not coding experts.  
<https://webaim.org/articles/>.

"C": I can't really recommend any free resources here. There are a number of companies that provide this training, and I can discuss my experiences with some of them offline. Everything I see that's free in this space is either lacking, inconsistent, or designed for hard coders rather than frontline web types.

Regards,  
Mark D. Urban  
CDC/ATSDR Section 508 Coordinator  
Office of the Chief Information Officer (OCIO)  
Office of the Chief Operating Officer (OCOO)  
Murban@CDC.gov | 919-541-0562 office

-----Original Message-----

From: (b) (6) C CIV (US) DeCA HQ MPD <(b) (6) DECA.MIL>  
Sent: Friday, October 18, 2019 3:13 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] 508 Training

Does anyone require 508 compliance training for users who post to the agency's website? Can anyone recommend a good tutorial that's specific to the web? My agency doesn't have an official 508 officer and I'd like to give at least a primer on it to those who are authors on our website.

Thanks!

(b) (6)  
Defense Commissary Agency  
(b) (6)

\*\*\*\*\*

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.  
For help with this listserv, to manage your settings, or to view list archives, visit:  
<http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

Getting too many messages? Don't unsubscribe--try the daily digest!  
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest \*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.

\*\*\*\*\*

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**Subject:** [Register for the October DevOps Community of Practice Meeting!](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Mon, 21 Oct 2019 11:30:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1658 bytes) , [text/html](#) (4 kB)

Join us **tomorrow, October 22, 2:00 PM – 2:30 PM ET** for a quick, informative community meeting. We will be giving an overview of multiple Infrastructure as Code (IaC) tools followed by a deep-dive on how to set up a Gitlab Runner to perform GitOps functions. We'll also have a demo of the National Geospatial Technical Operation Center (NGTOC) approach at using best practices for rapid development and continuous deployment of immutable infrastructure(s).

[Register here!](#)

If you're not already a member, [join our DevOps COP!](#)

--

**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** [Re: WARC browsing](#)  
**From:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Reply To:** Eric Eskam - QT3KAB <eric.eskam@GSA.GOV>  
**Date:** Mon, 21 Oct 2019 16:50:27 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3786 bytes) , [text/html](#) (5 kB)

Looks like this would automatically create your own local version of the Internet Archive Wayback machine - definitely web browsable without additional software on the end users part required!

<https://machawk1.github.io/wail/>

On Fri, Oct 18, 2019 at 2:07 PM Ellison, Ben A <[00000642aa0afe48-dmarc-request@listserv.gsa.gov](mailto:00000642aa0afe48-dmarc-request@listserv.gsa.gov)> wrote:

Is anyone out there making WARC files (web archive) browsable by end users via a website?

My specific use-case: I have a massive collection of interrelated files between us and one of our regulatory authorities that constitutes a single item (e.g., “permit”). This permit is usually provided to me to host as a website (on a CD). My challenge is to provide this to the public, make it searchable, and treat it as a single configuration-managed item (record – although I’m not officially the record holder, just providing a convenience copy for the public on behalf of our regulatory agency). My preference is to utilize our existing external content management system to do this (Alfresco back end, drupal front end). My thoughts were to capture this permit “website” as a WARC, which can then be uploaded into our Alfresco system and managed appropriately. However, I haven’t been able to dig up any reliable information on a way to interact with that WARC programmatically (for deep searches) nor expose the contents of the WARC for users to “browse” through. I really don’t want end users to have to download software to view/use the information.

(Yes, I do realize I could just host the website as an actual website... but then I have a version of that website for every version of the collection sitting around, and there are some cyber fenceline nuances I have to take into consideration)

Thoughts?

--Ben

Benjamin Ellison

Chief Information Officer, Hanford

Department of Energy

509-376-5318

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** [Site Feedback Solicitation](#)  
**From:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Reply To:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Date:** Wed, 23 Oct 2019 18:44:21 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1973 bytes) , [text/html](#) (5 kB)

Hello Government Web Professionals:

The Taxpayer Advocate Service (a division of the Internal Revenue Service) has a stand-alone website to assist taxpayers and provide TAS-related information and resources to taxpayers, tax practitioners, lawmakers and TAS employees. TAS is very interested in your feedback as we look to revamp this site in 2020. If you haven't visited the Taxpayer Toolkit recently, please take a few minutes to [navigate the site](#).

After reviewing the site please provide us with your impressions and tell us about your experience. The link below is to a questionnaire that includes about a dozen fill-in-the-blank questions. This should take no more than a few minutes to complete. Please complete the questionnaire by **October 31, 2019**.

Link to survey: <https://taxchanges.us/taxpayer-toolkit-feedback/>

Thank you for your time.

V/R,  
Bruno

**Bruno Moura**

Senior Web Strategist

TAS CSO | Multimedia & Technology

1999 Broadway 20<sup>th</sup> Floor - Denver CO 80202 | O: 303-603-4609 | M: (b) (6)

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**Subject:** Job Opening: Web Producer; California Judicial Branch  
**From:** "(b) (6)" <(b) (6)@JUD.CA.GOV>  
**Reply To:** (b) (6)  
**Date:** Thu, 24 Oct 2019 18:18:27 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (1496 bytes) , text/html (3743 bytes)

Dear fellow digital/web colleagues:

I'm pleased to share a new job opportunity with the Judicial Branch of California within the IT Digital/Web Services team.  
<https://jobs.codeforamerica.org/job-postings/1437-business-systems-analyst-web-producer-jo-5092>

Cheers!  
Mark

(b) (6) Supervisor, Digital/Web Services  
Information Technology | Operations & Programs Division  
Judicial Council of California  
455 Golden Gate Avenue  
San Francisco, CA 94102  
(b) (6) | (b) (6) [jud.ca.gov](http://jud.ca.gov) | [www.courts.ca.gov](http://www.courts.ca.gov)

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Subject: [Alert: Foresee and Fingerprinting Privacy Issue](#)  
From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Reply To:  
Date: Thu, 24 Oct 2019 20:45:01 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: [text/plain](#) (2970 bytes) , [text/html](#) (7 kB)

Hi everyone.

If you use Foresee's customer satisfaction survey, I'm writing to bring something to your attention.

"Fingerprinting" is a method for using typical info typically captured from website visitors to improve customer service (operating system, default language, browser version, etc.) to create a unique identifier that can then be used to follow the visits of that particular computer or device over time, without relying on cookies.

Like everything we do with collected data, agencies interested in using fingerprinting need to do privacy analyses, get approvals, and share public statements about the data we collect and how we use it.

Here at our agency, we don't use it and don't want to. Unfortunately, we discovered last week that Foresee had fingerprinting code in older versions of the software, and it was in what we used because we weren't on the latest platform.

It turns out they did a pilot with some other agencies a few years ago, not with us. They decided against developing it, but left the code in their toolkit. It's inactive, and was never used on our behalf, but it shouldn't be there at all. And, in fact, Foresee removed it from later versions.

How did we find out? A reporter asked us why we're using fingerprinting and several related questions.

We've turned off the survey until they upgrade us to the version that doesn't have it.

I'm writing today to alert agencies who use Foresee that you should check with the company to ensure you're using a version that doesn't include it without your knowledge.

Again: the code wasn't active and nothing was ever done with the data. But the code shouldn't be there.

(b) (7)(C), (b) (6)

Acting Chief, Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

---

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Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Alert: Foresee and Fingerprinting Privacy Issue  
 From: "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
 Reply To: Gillick, Larry  
 Date: Thu, 24 Oct 2019 16:53:44 -0400  
 Content-Type: multipart/alternative  
 Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB)

Thanks Jeffrey,

True all around. I should note that this is similar -- but not identical -- to the AddThis situation from a few years ago. I recall that my agency "fired" AddThis soon after.

We don't actually use ForeSee now, so we're just lurkers (except for this comment) in this conversation.

Good luck w/the press.

Larry

---

Larry Gillick  
 Deputy Director of Digital Strategy  
 U.S. Department of the Interior  
 202-208-5141

[Drupal Questions?](#)



On Thu, Oct 24, 2019 at 4:48 PM (b) (7)(C), (b) (6) <[00000148e20e55c9-dmarc-request@listserv.gsa.gov](mailto:00000148e20e55c9-dmarc-request@listserv.gsa.gov)> wrote:  
 Hi everyone.

If you use Foresee's customer satisfaction survey, I'm writing to bring something to your attention.

"Fingerprinting" is a method for using typical info typically captured from website visitors to improve customer service (operating system, default language, browser version, etc.) to create a unique identifier that can then be used to follow the visits of that particular computer or device over time, without relying on cookies.

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Here at our agency, we don't use it and don't want to. Unfortunately, we discovered last week that Foresee had fingerprinting code in older versions of the software, and it was in what we used because we weren't on the latest platform.

It turns out they did a pilot with some other agencies a few years ago, not with us. They decided against developing it, but left the code in their toolkit. It's inactive, and was never used on our behalf, but it shouldn't be there at all. And, in fact, Foresee removed it from later versions.

How did we find out? A reporter asked us why we're using fingerprinting and several related questions.

We've turned off the survey until they upgrade us to the version that doesn't have it.

I'm writing today to alert agencies who use Foresee that you should check with the company to ensure you're using a version that doesn't include it without your knowledge.

Again: the code wasn't active and nothing was ever done with the data. But the code shouldn't be there.

(b) (7)(C), (b) (6)

Acting Chief, Digital Services Division  
 Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
 Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Alert: Foresee and Fingerprinting Privacy Issue  
From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Reply To:  
Date: Fri, 25 Oct 2019 18:29:03 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (14 kB)

Hi.

Version 19.7 phased it out, so that or later.

(b) (7)(C), (b) (6)

Acting Chief, Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

On October 24, 2019 at 5:03:34 PM EDT, Dunbar, Brian (HQ-NA001) <brian.dunbar@nasa.gov> wrote:

Thanks, Jeffrey. What version should we be on?

Brian

Brian Dunbar  
Internet Services Manager/  
Task Order Manager, Digital Services  
NASA Office of Communications  
300 E St. SW  
Washington DC 20546

Office — 202 358 0873  
Mobile — 202 631 6663

Brian.dunbar@nasa.gov  
<http://www.nasa.gov>

---

From: (b) (7)(C), (b) (6) <20e55c9-dmarc-request@LISTSERV.GSA.GOV>  
Reply-To: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Date: Thursday, October 24, 2019 at 4:48 PM  
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Alert: Foresee and Fingerprinting Privacy Issue

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(b) (7)(C), (b) (6)

Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (7)(C), (b) (6) | Mobile: (b) (7)(C), (b) (6)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

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The message should have NO SUBJECT. and the only text in the message should read: set content-managers-l digest

**Subject:** [Site Feedback Solicitation Reminder](#)  
**From:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Reply To:** Moura Bruno S <Bruno.S.Moura@IRS.GOV>  
**Date:** Mon, 28 Oct 2019 21:43:22 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2187 bytes) , [text/html](#) (5 kB)

Hello Government Web Professionals:

Thank you to those that have taken the time to provide great feedback! If you haven't had a chance, this is a friendly reminder that we will close entries on October 31. Please see original message below, thanks!

The Taxpayer Advocate Service (a division of the Internal Revenue Service) has a stand-alone website to assist taxpayers and provide TAS-related information and resources to taxpayers, tax practitioners, lawmakers and TAS employees. TAS is very interested in your feedback as we look to revamp this site in 2020. If you haven't visited the Taxpayer Toolkit recently, please take a few minutes to [navigate the site](#).

After reviewing the site please provide us with your impressions and tell us about your experience. The link below is to a questionnaire that includes about a dozen fill-in-the-blank questions. This should take no more than a few minutes to complete. Please complete the questionnaire by **October 31, 2019**.

Link to survey: <https://taxchanges.us/taxpayer-toolkit-feedback/>

Thank you for your time.

V/R,

Bruno

**Bruno Moura**

Senior Web Strategist

TAS CSO | Multimedia & Technology

1999 Broadway 20<sup>th</sup> Floor - Denver CO 80202 | O: 303-603-4609 | M: (b) (6)

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**Subject:** [Announcement: 18F Agile Series of Events!](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Fri, 1 Nov 2019 12:16:19 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2521 bytes) , [text/html](#) (7 kB)

Hello!

We are excited to announce a new series of talks on Agile from 18F's Alan Atlas and Alan Brouillette. Over the next few weeks, Alan and Alan will hold six sessions that explore the fundamentals of the Agile methodology, the Scrum methodology, and how to model any flow-based process using Kanban.

We highly recommend making the time to attend these. Alan and Alan are put on a very enjoyable, and accessible for people at all levels.

The first one starts this Monday, November 4, 1:30 - 2:30 pm, ET.

**All the talks in this series:**

- [Foundations of Agile, Part I — Monday, November 4, 1:30 - 2:30 pm, ET](#)
- [Foundations of Agile, Part II — Tuesday, November 5, 3:30 - 4:30 pm, ET](#)
- [Basic Scrum, Part I — Friday, November 8, 1:30 - 2:30 pm, ET](#)
- [Basic Scrum, Part II — Tuesday, November 12, 3:00 - 4:00 pm, ET](#)
- [Intro to Kanban, Part I — Monday, November 13, 3:00 - 4:00 pm, ET](#)
- [Intro to Kanban, Part II — Tuesday, November 14, 2:30 - 3:30 pm, ET](#)

**Note:**

Please note that each talk will be held online over [ZOOM](#) and you will have to register for each session individually. While we hope you can attend, each talk will be recorded and made available on [digital.gov](#) following each discussion.

Learn more about how 18F can support your team at <https://18f.gsa.gov>

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**DigitalGov University**

[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)

<https://digital.gov/events/>

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This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

**Subject:** [Great opportunity for a WebMaster GS14 in Chicago!](#)  
**From:** "(b) (6) [REDACTED] CIV USARMY HQDA ASA MRA (USA)" <(b) (6) [REDACTED] civ@MAIL.MIL>  
**Reply To:** (b) (6) [REDACTED] CIV USARMY HQDA ASA MRA (USA)  
**Date:** Fri, 1 Nov 2019 17:59:31 +0000  
**Content-Type:** multipart/signed  
**Parts/Attachments:** [text/plain](#) (986 bytes) , [smime.p7s](#) (5 kB)

<https://www.usajobs.gov/GetJob/ViewDetails/550210100>

\*\*\*\*\*

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\*\*\*\*\*

**Subject:** [Register for the Happy 3rd Birthday, Code.Gov! What We've Learned Three Years In Webinar](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Mon, 4 Nov 2019 09:00:00 -0400  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1361 bytes) , [text/html](#) (4 kB)

Good Morning Web Content Managers Community Members,

Join us at **2 p.m. ET, Wednesday, November 7th** as Code.gov celebrates their 3rd trip around the sun. They wanted to share where they've been, where they are going, and the implementation of the federal source code policy.

**Register here:** <https://go.usa.gov/xp4jE>

Hope you can join us for this talk!

--

**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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**Subject:** [Re: Register for the Happy 3rd Birthday, Code.Gov! What We've Learned Three Years In Webinar](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Mon, 4 Nov 2019 08:59:43 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1858 bytes) , [text/html](#) (6 kB)

Hello! Please find the correct day and time below:

Join us at **2 p.m. ET, Thursday, November 7th** as Code.gov celebrates their 3rd trip around the sun. They wanted to share where they've been, where they are going, and the implementation of the federal source code policy.

**Register here:** <https://go.usa.gov/xp4jE>

On Mon, Nov 4, 2019 at 8:00 AM DigitalGov University <[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)> wrote:

Good Morning Web Content Managers Community Members,

Join us at **2 p.m. ET, Wednesday, November 7th** as Code.gov celebrates their 3rd trip around the sun. They wanted to share where they've been, where they are going, and the implementation of the federal source code policy.

**Register here:** <https://go.usa.gov/xp4jE>

Hope you can join us for this talk!

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**DigitalGov University**  
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**Subject:** Amber Chaudhry-Joining SBA OCIO BiTS Team as CX-PM Lead  
**From:** "Rao, Nagesh" <nagesh.rao@SBA.GOV>  
**Reply To:** Rao, Nagesh  
**Date:** Mon, 4 Nov 2019 19:29:17 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (13 kB) , [image001.jpg](#) (12 kB)

Colleagues,

I am excited to announce that effective November 10, 2019...drum roll please... Amber Chaudhry will officially be joining the SBA-Office of the Chief Information Officer-Business Technology Solutions team (BiTS) as our agency's enterprise-wide 360 Journey Customer Experience (CX) Project Manager Lead.

Amber Chaudhry is an intrapreneur at the U.S. Small Business Administration (SBA), whereby during her tenure over the last few years Amber co-led SBA Reimagined and helped establish a new unified [customer-centric brand](#), setting the stage for a customer-first culture shift. Amber has additional experience with startups and federal innovation programs which includes working to increase diversity within the Small Business Innovation Research (SBIR) program, co-leading SBA's Growth Accelerator prize competition, and serving as an Innovation Advisor and thought leader for U.S. Agency for International Development's (USAID) Grand Challenges, Small Business Applied Research (SBAR), and Development Innovation Ventures (DIV) programs.

We at SBA are excited to expand on our digital tool footprint across the agency and helping SBA serve as a leading federal resource for all things Small Biz, EShip, Innovation, and More... Our team's evolution to incorporate the researching and understanding of customer pain points is a natural progression from Amber's initial rebrand work and will help SBA deliver on its new brand promise, as it is tied in with our data, dev-sec-ops, and incorporation of new IT tools frameworks. I am personally excited as we bridge the in person engagement coupled and amplified with the use of technology solutions.

I know many of you are playing directly or indirectly in these various orbits and with Amber joining my team and I get some much needed bandwidth... Thus I sincerely hope we can find ways in 2020 and beyond to enable and empower the collaborative plays forward across the federal government to deliver a better CX for the American public and beyond. If interested in finding ways to collaborate with our CX efforts...please reach out to Amber at [amber.chaudhry@sba.gov](mailto:amber.chaudhry@sba.gov)

Happy National Entrepreneurship Month and Global Entrepreneurship Week!

<https://www.whitehouse.gov/presidential-actions/presidential-proclamation-national-entrepreneurship-month-2019/>

<https://www.genglobal.org/gew>

Best Wishes

=n

PS GovMatters Segments on our recent Digital Transformation and CX efforts at SBA:

<https://govmatters.tv/inside-sba-part-1/>

<https://govmatters.tv/inside-sba-part-2/>

G. Nagesh Rao  
 Director of Business Technology Solutions (BiTS)  
 Office of the Chief Information Officer  
**U.S. Small Business Administration**  
 Office (202) 205-6565  
 Cell (b) (6)  
[nagesh.rao@sba.gov](mailto:nagesh.rao@sba.gov)



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**Subject:** [New Resource for Your Translation Needs](#)  
**From:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Date:** Mon, 4 Nov 2019 14:42:01 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1696 bytes) , [text/html](#) (2728 bytes)

Hello Colleagues!

I'm excited to share another webinar in the multilingual series. The National Language Service Corps (NLSC), a program of the U.S. Department of Defense, will present their translation and interpretation services both in office and in the field in a brand new webinar next **Tuesday, November 12 at 1:00 PM**. Due to its success, this program once available only to DoD organizations was expanded to all federal government agencies in 2018.

Don't miss out, [register](#) and learn more about this great new resource.

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Solutions  
Technology Transformation Services, GSA  
202.536.8968

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** [FEDS ONLY: New Resource for Your Translation Needs](#)  
**From:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Date:** Mon, 4 Nov 2019 15:52:53 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2243 bytes) , [text/html](#) (4 kB)

I received a few emails asking if they could participate, so I thought to post this here for everyone. Sorry for the double emails today.

Just wanted to make clear that **this event is for feds only**, no contractors or state/local employees may participate.

I apologize for the inconvenience,  
Laura

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Solutions  
Technology Transformation Services, GSA  
202.536.8968

On Mon, Nov 4, 2019 at 2:42 PM Laura Godfrey - QXBC <[laura.godfrey@gsa.gov](mailto:laura.godfrey@gsa.gov)> wrote:

Hello Colleagues!

I'm excited to share another webinar in the multilingual series. The National Language Service Corps (NLSC), a program of the U.S. Department of Defense, will present their translation and interpretation services both in office and in the field in a brand new webinar next **Tuesday, November 12 at 1:00 PM**. Due to its success, this program once available only to DoD organizations was expanded to all federal government agencies in 2018.

Don't miss out, [register](#) and learn more about this great new resource.

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Solutions  
Technology Transformation Services, GSA  
202.536.8968

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**Subject:** [Reusable Content Strategy](#)  
**From:** "Nickolas, Angela N. (CMS/OC)" <Angela.Nickolas@CMS.HHS.GOV>  
**Reply To:** Nickolas, Angela N. (CMS/OC)  
**Date:** Mon, 4 Nov 2019 20:53:15 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1289 bytes) , [text/html](#) (3804 bytes)

Hi Colleagues –

Do any of you have any information or best practices on how to identify what content on a site to make reusable (in this case, in Drupal)? I'm interested in hearing how much is too much/at what point does having a lot of reusable content harm your SEO or your operational efficiency instead of helping it?

Thanks!

Angela

---

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**Subject:** FW: HR Specialist LMS Lead Position Now Open at the USPTO!  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 5 Nov 2019 14:51:29 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (67 kB) , [text/html](#) (8 kB) , [image001.jpg](#) (67 kB)

Passing this on.

Dr. Bill Brantley (he/him)  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)



---

**From:** OPM Training and Development Listserv <LEG-POL@LISTSERV.OPM.GOV> **On Behalf Of** Norwood, Dustin  
**Sent:** Thursday, October 31, 2019 3:04 PM  
**To:** LEG-POL@LISTSERV.OPM.GOV  
**Subject:** HR Specialist LMS Lead Position Now Open at the USPTO!

Hello everyone,

If you know of anyone who excels at working with an Learning Management System (LMS), produces or consults to create top tier e-learning/CBTs, and has some background in web development, the USPTO has the perfect job opportunity for them. The position below will serve in USPTO's Enterprise Training Division as a lead administrator for our LMS. They'll have the chance to work on all the aforementioned tasks in addition to managing vendors to produce high quality learning products, providing support on content development, and working on various other assignments that will further enhance their experience in the HR development function. Don't miss this excellent opportunity to enhance your career and work for "America's Innovation Agency"! The announcement closes on 11/15.

[OHR-2020-0003](#) – Merit Promotion  
[OHR-2020-0004](#) – Delegated Examining

Dustin Norwood  
USPTO OHR-ETD Career Development Branch Chief  
550 Elizabeth Ln, Alexandria, VA 22314  
Phone: 571-272-0224  
Email: [dustin.norwood@uspto.gov](mailto:dustin.norwood@uspto.gov)  
Pronouns: He/Him

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**Subject:** [Re: Reusable Content Strategy](#)  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Tue, 5 Nov 2019 16:14:11 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2603 bytes) , [text/html](#) (7 kB)

Hi Angela,

I think we first need to define and clarify “reusable block”... Usable blocks can be used sitewide - that doesn't mean that content is *duplicated* site wide, it means that you have the **option to re-use** the same content on any page throughout the site. Some examples may be locations, address and phone numbers, related content, related laws, regulations, news, etc. Smaller chunks does not hurt SEO. And even larger chunks **may** not when coded in certain ways (outside the “main content” with use of proper CSS code). Today search engine crawlers are smart enough to - *almost*- differentiate “reusable content” versus “duplicate content”. If you can provide couple examples for your specific case(s), it may be easier to understand your situation and discuss accordingly.

Regards – Yalcin

**M. Yalçın SERT**, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
Former Google Search Engine Quality Rater  
Sr Web Solutions Architect | Customer Experience Office  
Federal Student Aid | DoED

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**From:** Nickolas, Angela N. (CMS/OC) <000005e4ff1832f6-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Monday, November 4, 2019 3:53 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Reusable Content Strategy

Hi Colleagues –

Do any of you have any information or best practices on how to identify what content on a site to make reusable (in this case, in Drupal)? I'm interested in hearing how much is too much/at what point does having a lot of reusable content harm your SEO or your operational efficiency instead of helping it?  
Thanks!

Angela

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Subject: [Free Intermediate Drupal Site Building anyone?](#)  
From: "(b) (6)" <(b) (6)@STATE.GOV>  
Reply To: (b) (6)  
Date: Tue, 5 Nov 2019 18:14:31 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: [text/plain](#) (1598 bytes) , [text/html](#) (4 kB)

Special Thanks NARA and Debug Academy for making this happen!

Drupal4Gov will be hosting our next half day on December 5<sup>th</sup>!

Space is limited, so please, only sign up if you are positive you can show up.

This will be a morning session so we will be serving coffee and donuts.

<https://www.eventbrite.com/e/drupal4gov-half-day-event-tickets-75853749607>

See you all December 5th.

(b) (6)

(b) (6)

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**Subject:** [Register for the Ginny Redish: How to Collaborate on Strategies Event!](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Tue, 5 Nov 2019 14:19:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1677 bytes) , [text/html](#) (5 kB)

Good Afternoon Web Content Manager Community Members,

Join us at **2 p.m. ET, Wednesday, November 13th** for a session with noted user experience (UX) and plain language expert, Ginny Redish. She'll explain strategies, how they work together, the good that happens when they do, the mess that happens when they don't, and the worst scenario of all: no strategy at all.

More about Ginny Redish: For more than 40 years, Ginny has helped clients and colleagues communicate clearly. As the media changed, Ginny brought her skills to the ever-expanding worlds of accessibility, content, design, and usability.

**Register here:** <https://go.usa.gov/xp2NE>

Hope you can join us for this talk!

--

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[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
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**Subject:** [Re: Reusable Content Strategy](#)  
**From:** "Nickolas, Angela N. (CMS/OC)" <Angela.Nickolas@CMS.HHS.GOV>  
**Reply To:** Nickolas, Angela N. (CMS/OC)  
**Date:** Tue, 5 Nov 2019 19:58:10 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (14 kB)

Hi Yalcin –

Thanks for the response. I manage the content on medicare.gov and we transitioned from Percussion to Drupal about two years ago. We're doing a lot of clean up right now, and I think we may have overdone it with the quantity of reusable briefs on our site (over 400). We do have a good content inventory and master manifest. Examples of briefs are below (pages are underlined and linked for you to see):

- Medicare [costs](#) or dates
- Common contact or other important information that applies to multiple pages (ex. Call 1-800-MEDICARE)
- Multivariable or complex content that is relevant to 2 or more topic areas, personas, or programs (accordions are a good [example](#) of this)
- External links

Sometimes the brief does appear more than once on a page, or we've written it so that it's generic and so that we can reuse it, which affects SEO. For example, the notes on [this page](#) are reusable briefs of content, so we can't add keywords (like "wheelchair") to them without breaking the ability to use this content in other places on our site.

Interested in hearing your thoughts!

Angela

---

**From:** Sert, Yalcin <Yalcin.Sert@ed.gov>  
**Sent:** Tuesday, November 5, 2019 11:14 AM  
**To:** Nickolas, Angela N. (CMS/OC) <Angela.Nickolas@cms.hhs.gov>  
**Cc:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** RE: Reusable Content Strategy

Hi Angela,

I think we first need to define and clarify "reusable block"... Usable blocks can be used sitewide - that doesn't mean that content is *duplicated* site wide, it means that you have the **option to re-use** the same content on any page throughout the site. Some examples may be locations, address and phone numbers, related content, related laws, regulations, news, etc. Smaller chunks does not hurt SEO. And even larger chunks **may** not when coded in certain ways (outside the "main content" with use of proper CSS code). Today search engine crawlers are smart enough to - *almost*- differentiate "reusable content" versus "duplicate content". If you can provide couple examples for your specific case(s), it may be easier to understand your situation and discuss accordingly.

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 Former Google Search Engine Quality Rater  
 Sr Web Solutions Architect | Customer Experience Office  
 Federal Student Aid | DoED

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**From:** Nickolas, Angela N. (CMS/OC) <[000005e4ff1832f6-dmarc-request@LISTSERV.GSA.GOV](mailto:000005e4ff1832f6-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Monday, November 4, 2019 3:53 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Reusable Content Strategy

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Angela

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**Subject:** [Register for the "National Language Service Corps Can Fulfill Your Translation Needs" Webinar!](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Wed, 6 Nov 2019 14:44:16 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1549 bytes) , [text/html](#) (4 kB)

Good Afternoon Content Managers Community Members,

Join us at **1 p.m. ET, Tuesday, November 12th** for a webinar with Hyejin Hickey and Christina Lantuh who will share details of the NLSC—an agile, flexible, and cost-effective (yet high-quality) program that can provide services in over 400 languages. They will delve into the NLSC's full range of language capabilities and answer your questions on how to maximize their services.

**Register here:** <http://go.usa.gov/xpbXy>

Hope you can join us for this talk!

--

**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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Subject: Re: Free Intermediate Drupal Site Building anyone?  
From: (b) (6) NGA-DCOSS USA CIV <(b) (6) NGA.MIL>  
Reply To: (b) (6) NGA-DCOSS USA CIV <(b) (6) NGA.MIL>  
Date: Wed, 6 Nov 2019 21:54:51 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (90 lines)

Classification: UNCLASSIFIED  
=====

Hello gang,

Maybe this has been discussed previously as I've been on/off projects in/out of different agencies. Does anyone have a compiled list of Communications certifications and training?

Thanks much.

(b) (6)  
Office of Strategic Operations  
Strategic Planning and Communications  
(b) (6) – classified line  
(b) (6) – unclassified line  
Myers Briggs: ISFP

-----Original Message-----

From: (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Tuesday, November 5, 2019 1:15 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Special Thanks NARA and Debug Academy for making this happen!

Drupal4Gov will be hosting our next half day on December 5th!

Space is limited, so please, only sign up if you are positive you can show up.

This will be a morning session so we will be serving coffee and donuts.

<https://www.eventbrite.com/e/drupal4gov-half-day-event-tickets-75853749607>

See you all December 5th.

(b) (6)

(b) (6)

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**Subject:** FW: W3C Website redesign - RFP (phase 1) - 2019-2021  
**From:** Bruce Bailey <Bailey@ACCESS-BOARD.GOV>  
**Reply To:** Bruce Bailey <Bailey@ACCESS-BOARD.GOV>  
**Date:** Thu, 7 Nov 2019 17:11:35 +0000  
**Content-Type:** text/plain  
**Parts/Attachments:** text/plain (53 lines)

Forwarding to the list because this is a good opportunity to share what you like (and don't like) about the W3C website and resources. Public comments will be posted here:  
<http://lists.w3.org/Archives/Public/public-website-redesign>

Please note that the Web Accessibility Initiative (WAI) portions of the site are not part of this phase 1 redesign. To submit comments on WAI materials, please see:  
<http://www.w3.org/WAI/about/contacting/#feedback-on-specific-documents>

-----Original Message-----

**From:** (b) (6) @w3.org  
**Sent:** Thursday, November 7, 2019 8:46 AM  
**To:** group-invited-experts@w3.org  
**Subject:** W3C Website redesign - RFP (phase 1) - 2019-2021

Dear W3C invited experts,

Today we have published a Request for Proposals for the W3C Website redesign:  
<http://www.w3.org/2019/11/website-redesign-rfp.html>

This project covers a subset of the public-facing pages of our Website that are the most “corporate” and we are aiming for this phase to scale well to cover the expectations for the rest of the site. Future phases include the Member and Team spaces, internal (non-restricted) Work Groups homepages, specifications template, mailing lists archives, W3C Community Groups and Business Groups, wikis.

The current website was implemented ten years ago and it is not as effective in supporting the W3C’s mission and goals as it could be. We believe that by implementing current web best practices and technologies, revising the information architecture, creating a content strategy and revamping the visual design, we can provide our audiences with the best information in a more user-friendly fashion, motivate participation in the organization, and communicate the nature and impact of the W3C more effectively.

You can read more in the front page new items where I have announced the RFP:  
<http://www.w3.org/blog/news/archives/8030>

This request for proposals may interest you personally or your colleagues or friends. I am looking forward to your help disseminating it further.

With kind regards,  
(b) (6), Head of W3C Marketing & Communications

--  
(b) (6) - W3C Marketing & Communications - www.w3.org  
mailto:(b) (6)@w3.org (b) (6) <http://www.w3.org/People/CMercier/>

\*\*\*\*\*  
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\*\*\*\*\*

Subject: Re: W3C Website redesign - RFP (phase 1) - 2019-2021  
From: '(b) ((b) (6)) <(b) (6)> HAWAII.GOV'  
Reply To: (b) ((b) (6))  
Date: Thu, 7 Nov 2019 19:36:43 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (80 lines)

Thank you for sharing.

I have nothing to suggest, but I am curious about the proposals. Hope I can understand them. I'm mainly only interested at the HTML and CSS level.

I guess what I like ... is to be able to reuse their HTML - as compared to print to paper, or PDF, or "Save as type: Web Page, complete (\*.htm, \*.html)".

Happy Thursday,  
(b) (6)

-----Original Message-----

From: Bruce Bailey [mailto:00000118730f9f43-dmarc-request@LISTSERV.GSA.GOV]  
Sent: Thursday, November 07, 2019 7:12 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] FW: W3C Website redesign - RFP (phase 1) - 2019-2021

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[https://urldefense.com/v3/\\_http://lists.w3.org/Archives/Public/public-website-redesign\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBR5YGGWO\\$](https://urldefense.com/v3/_http://lists.w3.org/Archives/Public/public-website-redesign_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBR5YGGWO$)

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[https://urldefense.com/v3/\\_http://www.w3.org/WAI/about/contacting/\\*feedback-on-specific-documents\\_!w!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBVBmBp\\_w\\$](https://urldefense.com/v3/_http://www.w3.org/WAI/about/contacting/*feedback-on-specific-documents_!w!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBVBmBp_w$)

-----Original Message-----

From: Coralie Mercier <coralie@w3.org>  
Sent: Thursday, November 7, 2019 8:46 AM  
To: group-invited-experts@w3.org  
Subject: W3C Website redesign - RFP (phase 1) - 2019-2021

Dear W3C invited experts,

Today we have published a Request for Proposals for the W3C Website redesign:  
[https://urldefense.com/v3/\\_http://www.w3.org/2019/11/website-redesign-rfp.html\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBcwHtrvF\\$](https://urldefense.com/v3/_http://www.w3.org/2019/11/website-redesign-rfp.html_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBcwHtrvF$)

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[https://urldefense.com/v3/\\_http://www.w3.org/blog/news/archives/8030\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBfIEkEna\\$](https://urldefense.com/v3/_http://www.w3.org/blog/news/archives/8030_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBfIEkEna$)

This request for proposals may interest you personally or your colleagues or friends. I am looking forward to your help disseminating it further.

With kind regards,  
(b) (6), Head of W3C Marketing & Communications

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(b) (6) - W3C Marketing & Communications -  
[https://urldefense.com/v3/\\_http://www.w3.org\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBcYzC\\_1J\\$](https://urldefense.com/v3/_http://www.w3.org_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBcYzC_1J$)  
mailto:(b) (6)@w3.org (b) (6)  
[https://urldefense.com/v3/\\_http://www.w3.org/People/CMercier\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBastieBN\\$](https://urldefense.com/v3/_http://www.w3.org/People/CMercier_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBastieBN$)

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[https://urldefense.com/v3/\\_http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv\\_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx\\_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBZEKitM0\\$](https://urldefense.com/v3/_http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv_!p54XP4V2ed!!hfUrppaR4UqtmQ0hxx_uLpWGHWWVBb5wr5SWhGHFdnXmWsrXQriZf5KGrh0QqBZEKitM0$)

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\*\*\*\*\*

**Subject:** [Translation woes? NLCS can help](#)  
**From:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>  
**Date:** Fri, 8 Nov 2019 10:21:07 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1511 bytes) , [text/html](#) (2503 bytes)

Join us next **Tuesday, November 12th at 1 PM** and learn about the National Language Service Corps. With capabilities in more than 400 languages, NLSC can help you reach non-English speaking populations quickly and efficiently.

[Register for this webinar](#) to learn about this valuable language government resource.

Have a great holiday weekend!

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Solutions  
Technology Transformation Services, GSA  
202.536.8968

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**Subject:** [Re: Reusable Content Strategy](#)  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Mon, 11 Nov 2019 15:19:57 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (31 kB) , [image003.png](#) (63 kB) , [image002.png](#) (31 kB) , [image006.png](#) (395 kB)

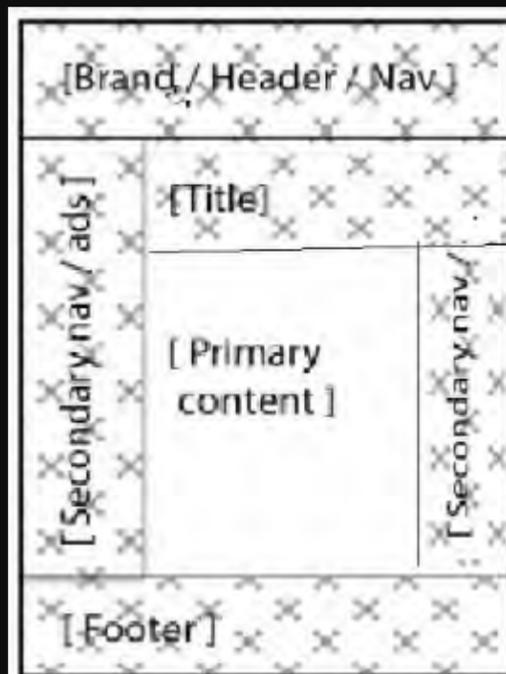
Hi,

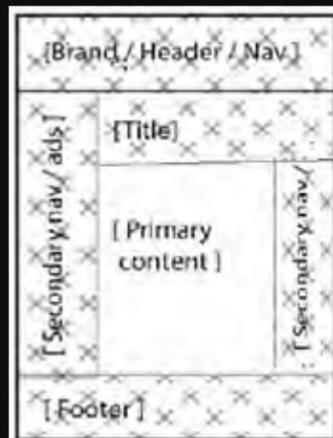
Sorry for the delayed response, too busy with meetings and reports. I ran an SEO Crawler over your site, medicare.gov, it looks pretty good.

In general I'd say make sure the main content area is clearly marked with proper HTML tag. Anything around it will either not count or count with minimal weight. Google also has an algorithm to determine/estimate "intention" – is duplicate useful and needed, or to trick the search engines to get more traffic and make more money with ads 😊

These numbers and addresses are fine as long as you have a main content page with properly positioned with SEO (to start









	Address	▲ Content	Status Code	Status	Indexability
1	<a href="https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud">https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud</a>	text/html; charset=UTF-8	200	OK	Indexable
2	<a href="https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-0">https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-0</a>	text/html; charset=UTF-8	200	OK	Indexable
3	<a href="https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-1">https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-1</a>	text/html; charset=UTF-8	200	OK	Indexable
4	<a href="https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-2">https://www.medicare.gov/blog/join-the-fight-against-medicare-fraud-2</a>	text/html; charset=UTF-8	200	OK	Indexable
5	<a href="https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud">https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud</a>	text/html; charset=UTF-8	200	OK	Indexable
6	<a href="https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-0">https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-0</a>	text/html; charset=UTF-8	200	OK	Indexable
7	<a href="https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-1">https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-1</a>	text/html; charset=UTF-8	200	OK	Indexable
8	<a href="https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-2">https://www.medicare.gov/index.php/blog/join-the-fight-against-medicare-fraud-2</a>	text/html; charset=UTF-8	200	OK	Indexable



**Subject:** [Register for the "Introduction to the A/B Testing Community of Practice" Webinar!](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Tue, 12 Nov 2019 10:25:05 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1449 bytes) , [text/html](#) (4 kB)

Good Morning Web Content Manager Community Members,

Join us at **11 a.m. ET, Tuesday, November 19th** as the Consumer Financial Protection Bureau (CFPB) discusses how A/B tests have been running the past four years. In this session, we would like to share knowledge with our new community of practice, as well as discuss what we as a group hope to get out of this community.

**Register here:** <https://go.usa.gov/xpZqM>

Hope you can join us for this talk!

--

**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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**Subject:** [This Week's IDEA](#)  
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>  
**Date:** Tue, 12 Nov 2019 14:06:11 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (42 kB) , [text/html](#) (42 kB) , [this-weeks-idea-card.png](#) (42 kB)

Hi friends —

Last week, we started something new over on [Digital.gov](#) called "This Week's IDEA", where we explain one essential topic around 21st Century IDEA and give you the resources and tools to start making focused changes to your digital products.

This week's IDEA is all about introducing a small group of people whom you all should get to know — The Federal Web Council. They are going to be our partners in making 21st Century IDEA happen across agencies 🎉

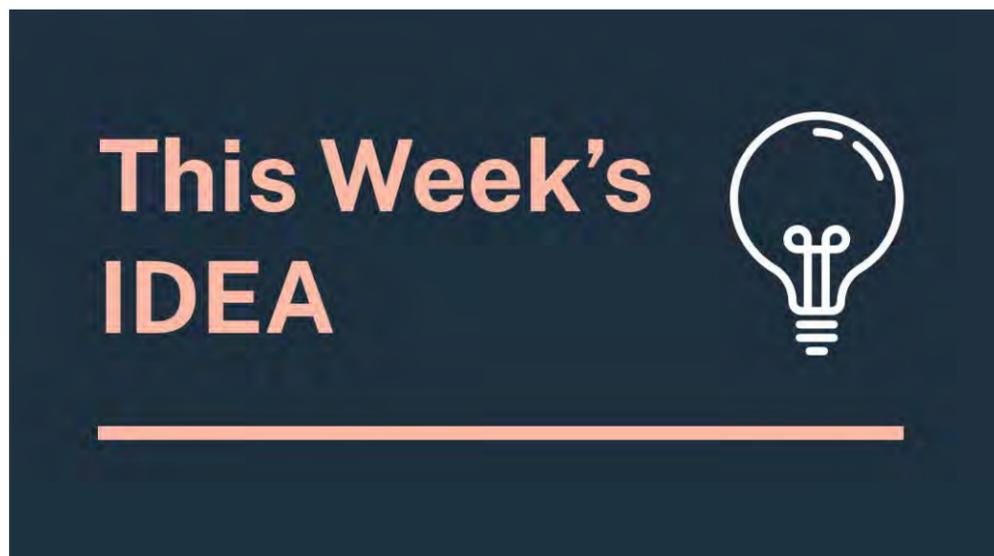
Here are the links:

- **Meet Your Federal Web Council**  
Your partners in making 21st Century IDEA happen — <https://digital.gov/2019/11/12/meet-your-federal-web-council/>
- **The new Federal Web Council page with the list of members** — <https://digital.gov/resources/federal-web-council/>
- **Let's Talk 21st Century IDEA** (this is last week's post) — <https://digital.gov/2019/11/04/lets-talk-21st-century-idea/>

These weekly updates are just starting out, and we'd love to know what you all think, or how we can make these better.

Also — we can use more "Quotes from the field and shout-outs". This is a good opportunity to give kudos to a team in your agency that is doing great work and/or highlight a project that is tackling a core area around 21st Century IDEA. No links required, just let us know who to credit, what they're working on, and how it's related to 21st Century IDEA.

Cheers —  
-jeremy



--  
Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](#)

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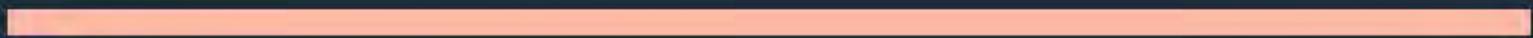
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# This Week's IDEA



**Subject:** [Seeking your digital analytics & KPI expertise for benchmarking](#)  
**From:** "Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>  
**Reply To:** Noonan Sturm, Christine  
**Date:** Wed, 13 Nov 2019 19:35:01 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (4 kB) , [text/html](#) (12 kB) , [image002.jpg](#) (4 kB)

Greetings colleagues,

We at the FTC are working to improve our approach to using analytics, metrics, user experience and voice of the customer feedback, and any other relevant data, to create key performance indicators to drive decision-making concerning management of and investment in our public digital properties for our outreach and services.

To that end, we are performing a benchmarking exercise to learn best practices in this area from our federal colleagues who manage and develop digital outreach (websites, social media, podcasts, email blasts, you name it).

Our questions include:

- What are the metrics for digital and social properties you consider most useful?
- How do you use metrics to prioritize improvements to digital outreach/properties?
- How do you report your findings within the agency?
- How do you connect the metrics and analysis to strategy, goals and tactics – and do you have KPIs?
- How do you staff this aspect of the program, and what is the level of effort/cost?
- How do you define roles/responsibilities regarding gathering metrics/analytics and analyzing them to generate actionable findings?

If you would be willing to give us an hour of your time for a call, WebEx, or personal meeting (we will come to you, of course, if you're in DC), please email me at [cnoonansturm@ftc.gov](mailto:cnoonansturm@ftc.gov) or call 202-326-2728.

This is a wonderfully generous and collaborative community, and we thank you in advance for your time, expertise, and insights. If it would help others in this community, I would be glad to create a summary of our findings at some point.

Thanks, and hope to hear from you!

Regards,

Chris

Chris Noonan Sturm  
Website Manager  
COR | PMP | MBA  
Office of Public Affairs  
Federal Trade Commission  
202-326-2728 | [cnoonansturm@ftc.gov](mailto:cnoonansturm@ftc.gov)  
[www.ftc.gov](http://www.ftc.gov) | *Protecting America's Consumers*



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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** [Webinar video is now live](#)  
**From:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
**Reply To:** Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>  
**Date:** Mon, 18 Nov 2019 10:18:14 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1406 bytes) , [text/html](#) (3202 bytes)

Hello Colleagues,

The video of [The National Language Service Corps Can Fulfill Your Translation Needs](#) is now live. If you missed the webinar on 11/12, you can now watch it online.

Please feel free to share it with your colleagues.  
Laura

Laura Godfrey  
Agency Partnerships and Multilingual Strategies Lead  
Office of Solutions  
Technology Transformation Services, GSA  
202.536.8968

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**Subject:** [USWDS November Monthly Call](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Mon, 18 Nov 2019 15:31:26 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2298 bytes) , [text/html](#) (8 kB)

Hello!

This Thursday, November 21 from 2:30 PM - 3:30 PM ET, Dan Williams, [the U.S. Web Design System](#) (USWDS) product lead, will demo the new version of the USWDS Jekyll theme.

Dan will be joined by Brian Seek, a Drupalist and Engineer at CivicActions, working with the Department of Justice, Office of Justice Programs. Brian Seek will talk about using Drupal to run multiple USWDS sites on the same codebase with different settings files.

Register [HERE](#) to join the webinar.

A video of each of these calls is available at [Digital.gov/events](#) shortly after the conclusion of the call. [Watch the video](#) from last month's call to learn more about USWDS and the importance of design systems.

Connect with U.S. Web Design System:

- [Home Page for USWDS 2.0](#)
- [GitHub](#)
- [Slack](#)
- [Twitter](#)
- [Join our community](#)
- [Email Us](#)

We look forward to you attending!

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**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

**Subject:** [This Week's IDEA: Trust](#)  
**From:** Jeremy Zilar - QQE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QQE <jeremy.zilar@GSA.GOV>  
**Date:** Mon, 18 Nov 2019 16:58:05 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1609 bytes) , [text/html](#) (2279 bytes)

Our weekly blog post about **21st Century IDEA** explores trust, and the key elements that go into building trust with people who are using our services.

This week, we decided to ask people around government (like yourself!) to help us identify the elements that make a trustworthy experience possible, by answering two short questions.  
Turns out that people have thoughts on this!

Blog post: <https://digital.gov/2019/11/18/building-elements-that-earn-trust/>  
Comments: <https://github.com/GSA/digitalgov.gov/issues/1517>

-jeremy

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://digital.gov)

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**Subject:** [Share your page "outdated/ not maintained" web page disclaimers](#)  
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply To:** Larrimore, Laura  
**Date:** Wed, 20 Nov 2019 21:16:50 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (45 kB) , [text/html](#) (5 kB) , [image003.jpg](#) (45 kB)

Do you keep up old pages, which may have been current at the time but now aren't updated/accurate? Do you post any sort of disclaimer/web banner alerting people?

Right now we keep online [all of our press releases back to March 1995](#), like [this gem](#). Needless to say, details like office phone numbers, contact names, and links are no longer accurate.

### How do you handle content like this? Any ideas that are clear, simple, clever or cute? (with screenshots please!)

The very-first [1995 White House website](#) (now housed at the National Archives) has this disclaimer: "This is historical material "frozen in time". The website is no longer updated and links to external websites and some internal pages may not work."

The Department of Commerce maintains [an archive of the commerce.gov site as it appeared between December 2014- and January 2017](#). They put a big pinkish disclaimer at the top of all archive pages: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

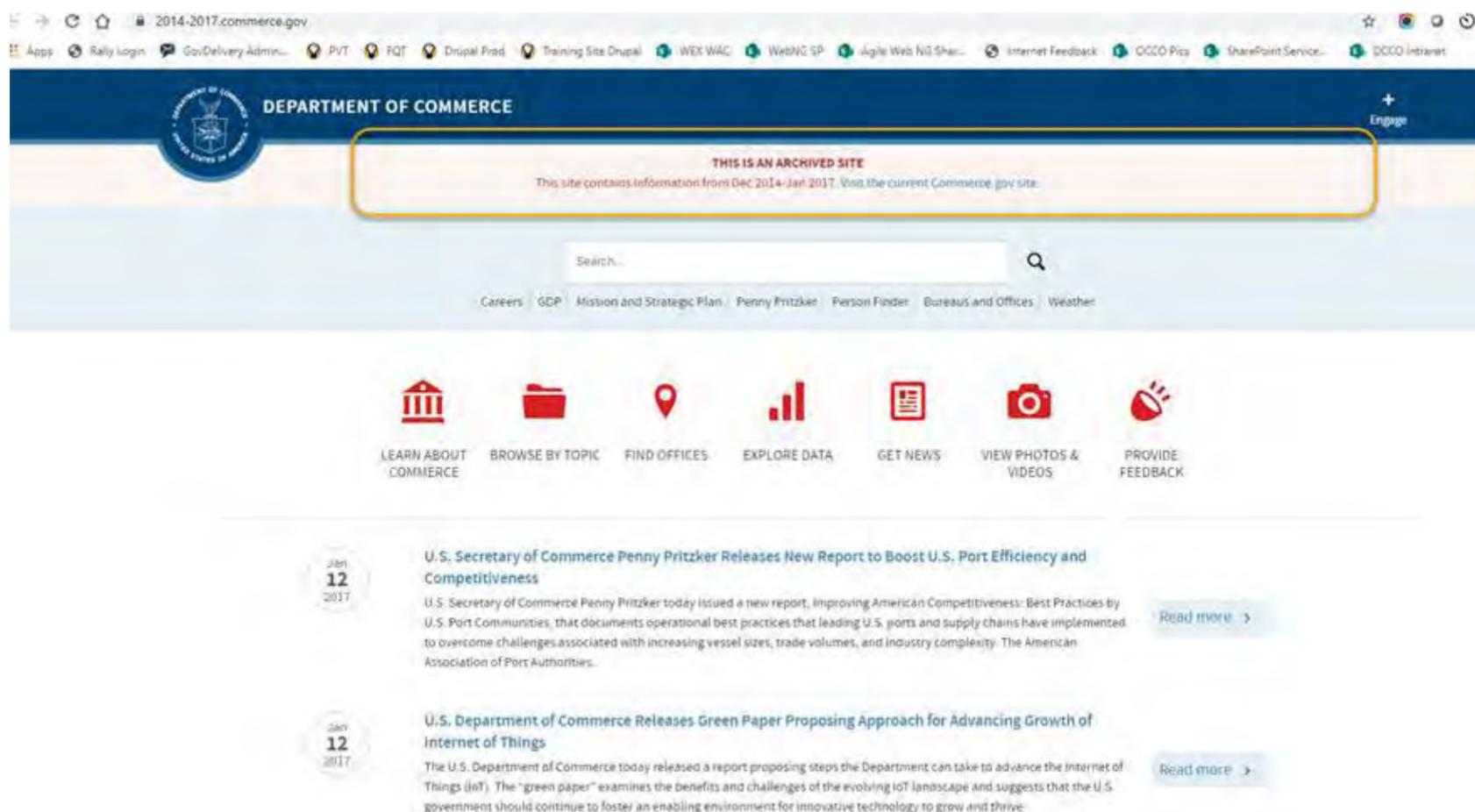


Figure 1 screenshot of the the Department of Commerce homepage, on the archive site. A pink banner at the top reads "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

### What do my other colleagues do?

Laura Larrimore  
 Senior Digital Strategist  
 Office of the Chief Communications Officer  
 United States Patent and Trademark Office

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The screenshot shows the Department of Commerce website from the period 2014-2017. At the top left is the Department of Commerce logo. The main header area contains a prominent yellow-bordered box with the text: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site." Below this is a search bar and a navigation menu with links for Careers, GDP, Mission and Strategic Plan, Penny Pritzker, Person Finder, Bureaus and Offices, and Weather. A central row of icons provides quick access to: LEARN ABOUT COMMERCE, BROWSE BY TOPIC, FIND OFFICES, EXPLORE DATA, GET NEWS, VIEW PHOTOS & VIDEOS, and PROVIDE FEEDBACK. The main content area features two news items, both dated Jan 12, 2017. The first item is titled "U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness" and includes a "Read more" link. The second item is titled "U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things" and also includes a "Read more" link.

**Subject:** [Re: Share your page "outdated/ not maintained" web page disclaimers](#)  
**From:** Riley Peggy E <Peggy.E.Riley@IRS.GOV>  
**Reply To:** Riley Peggy E <Peggy.E.Riley@IRS.GOV>  
**Date:** Wed, 20 Nov 2019 21:38:55 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (45 kB) , [text/html](#) (9 kB) , [image001.jpg](#) (45 kB)

Laura – at the IRS, we keep all our releases up too, but we mark the older ones historical and put this banner on them in pink – <https://www.irs.gov/newsroom/free-tax-help-available-nationwide-2015>

**Notice: Historical Content**

This is an archival or historical document and may not reflect current law, policies or procedures.

Peggy Riley  
IRS Communications & Liaison  
Web Management Team

The screenshot shows the Department of Commerce website interface. At the top, the URL is 2014-2017.commerce.gov. The header includes the Department of Commerce logo and the text "DEPARTMENT OF COMMERCE". A prominent yellow-bordered box contains the message: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site." Below this is a search bar and a navigation menu with links for Careers, GDP, Mission and Strategic Plan, Penny Pritzker, Person Finder, Bureaus and Offices, and Weather. A central row of icons provides quick access to: LEARN ABOUT COMMERCE, BROWSE BY TOPIC, FIND OFFICES, EXPLORE DATA, GET NEWS, VIEW PHOTOS & VIDEOS, and PROVIDE FEEDBACK. Two news items are featured below, both dated Jan 12 2017:

- U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**  
 U.S. Secretary of Commerce Penny Pritzker today issued a new report, *Improving American Competitiveness: Best Practices by U.S. Port Communities*, that documents operational best practices that leading U.S. ports and supply chains have implemented to overcome challenges associated with increasing vessel sizes, trade volumes, and industry complexity. The American Association of Port Authorities... [Read more >](#)
- U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things**  
 The U.S. Department of Commerce today released a report proposing steps the Department can take to advance the internet of Things (IoT). The "green paper" examines the benefits and challenges of the evolving IoT landscape and suggests that the U.S. government should continue to foster an enabling environment for innovative technology to grow and thrive. [Read more >](#)

**Subject:** [Re: This Week's IDEA: Trust](#)  
**From:** Jeremy Zilar - QQE <[jeremy.zilar@GSA.GOV](mailto:jeremy.zilar@GSA.GOV)>  
**Reply To:** Jeremy Zilar - QQE <[jeremy.zilar@GSA.GOV](mailto:jeremy.zilar@GSA.GOV)>  
**Date:** Thu, 21 Nov 2019 11:11:16 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2019 bytes) , [text/html](#) (3520 bytes)

So far, we've received 22 submissions from people around government, and we'd love to get more.  
Go here to read the previous answers and add your own: <https://github.com/GSA/digitalgov.gov/issues/1517>

Cheers,  
-jeremy

On Mon, Nov 18, 2019 at 4:58 PM Jeremy Zilar - QQE <[jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)> wrote:

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This week, we decided to ask people around government (like yourself!) to help us identify the elements that make a trustworthy experience possible, by answering two short questions.  
Turns out that people have thoughts on this!

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Comments: <https://github.com/GSA/digitalgov.gov/issues/1517>

-jeremy

--  
Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://digital.gov)

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**Subject:** [New Video on Debt Collection Scams from the CFPB](#)  
**From:** "Dohn, Kristin (CFPB)" <Kristin.Dohn@CFPB.GOV>  
**Reply To:** Dohn, Kristin (CFPB)  
**Date:** Thu, 21 Nov 2019 16:47:57 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (8 kB) , [text/html](#) (13 kB) , [image001.jpg](#) (40 kB) , [image003.jpg](#) (8 kB)

Hello all –

We recently worked on a video with one of our vendors and wanted to share it with the community. Feel free to share the video, blog, on your channels or check out our social posts. We would love the help accelerating the reach of our message!



Dealing with debt collection issues can be challenging—especially when you’re not sure if the person you’re being contacted by is a legitimate debt collector or someone trying to scam you. [This video](#) shares useful tips on spotting debt collection scams and protecting yourself from scammers.

**Watch now**

[Learn more about how to tell the difference between a legitimate debt collector and a scammer.](#)

**Kristin Dohn**

Editorial Team Lead, Consumer Engagement  
Division of Consumer Education and Engagement  
Consumer Financial Protection Bureau  
Phone: 202-281-9759

[consumerfinance.gov](http://consumerfinance.gov)

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*Confidentiality Notice: If you received this email by mistake, you should notify the sender of the mistake and delete the e-mail and any attachments. An inadvertent disclosure is not intended to waive any privileges.*

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**Subject:** Re: Share your page "outdated/ not maintained" web page disclaimers  
**From:** "Smith, Stanley (Federal)" <SSmith4@DOC.GOV>  
**Reply To:** Smith, Stanley (Federal)  
**Date:** Thu, 21 Nov 2019 17:49:14 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (5 kB) , text/html (10 kB) , image001.jpg (45 kB)

Hey Laura,

So nice to have someone bring up this type of work that Commerce does! Here are a few more high level details about these sites:

As you correctly pointed out, Commerce keeps archived versions of sites including the aforementioned <https://2014-2017.commerce.gov>, but also <https://2001-2009.commerce.gov>, <https://2010-2014.commerce.gov>. Each of those sites is static version and no longer run on any CMS. The content on them remains as it was at the cutover date with—as you pointed out—a notice that appears at the top about it being an archived site. They also have their own search provided by USA Search that still functions.

This helps us keep content within our CMS trim and more up-to-date. The migration to archived sites is often driven by new leadership wanting to put their own spin on what Commerce.gov is and looks like.

We are likely going to do this for an ongoing project and are happy to share our thoughts and approach directly.

Thank you,  
 Stan Smith  
 Office of Enterprise Solutions and Services  
 Office of the Chief Information Officer  
 U.S. Department of Commerce  
 Phone: 202-482-4746  
[SSmith4@doc.gov](mailto:SSmith4@doc.gov)

---

**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Reply-To:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>  
**Date:** Wednesday, November 20, 2019 at 4:24 PM  
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>  
**Subject:** [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Do you keep up old pages, which may have been current at the time but now aren't updated/accurate? Do you post any sort of disclaimer/web banner alerting people?

Right now we keep online [all of our press releases back to March 1995](#), like this gem. Needless to say, details like office phone numbers, contact names, and links are no longer accurate.

**How do you handle content like this? Any ideas that are clear, simple, clever or cute? (with screenshots please!)**

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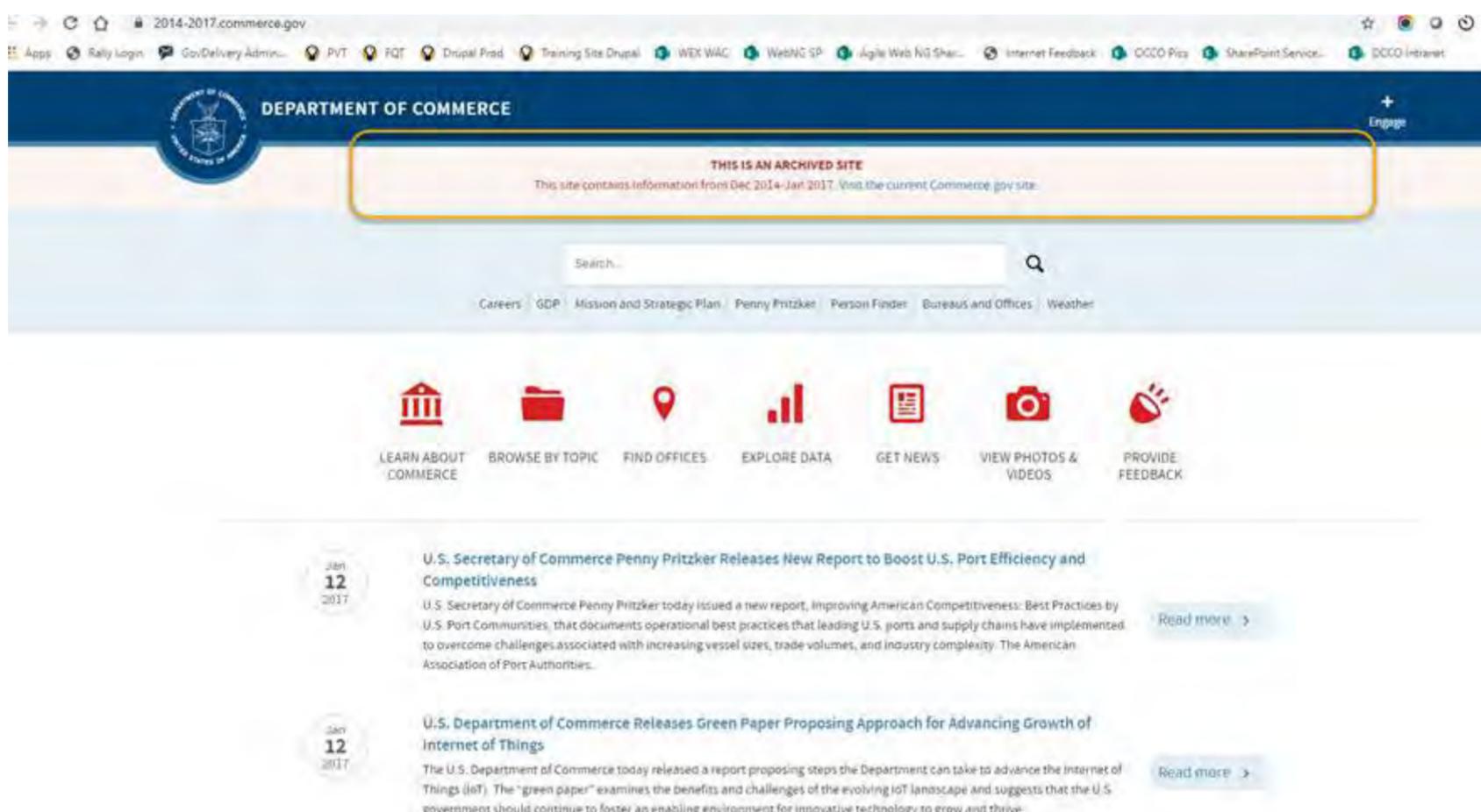


Figure 1 screenshot of the the Department of Commerce homepage, on the archive site. A pink banner at the top reads "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

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The screenshot shows a web browser window with the address bar displaying "2014-2021.commerce.gov". The browser's address bar also shows several tabs: "Apps", "Rally Login", "Gov/Delivery Admin...", "PVT", "FQT", "Drupal Prod", "Training Site Drupal", "WEX WAC", "WebNG SP", "Agile Web NG Sha...", "Internet Feedback", "OCGO Piz", "SharePoint Service...", and "DCCO Intranet".

The website header features the Department of Commerce logo on the left and the text "DEPARTMENT OF COMMERCE" in the center. On the right side of the header, there is a "+ Engage" button.

A prominent yellow-bordered box in the center of the page contains the following text: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site." Below this box is a search bar with the placeholder text "Search..." and a magnifying glass icon.

Below the search bar, there is a horizontal navigation menu with the following items: "Careers", "GDP", "Mission and Strategic Plan", "Penny Pritzker", "Person Finder", "Bureaus and Offices", and "Weather".

The main content area features a row of seven red icons with corresponding text labels below them: "LEARN ABOUT COMMERCE" (building icon), "BROWSE BY TOPIC" (folder icon), "FIND OFFICES" (location pin icon), "EXPLORE DATA" (bar chart icon), "GET NEWS" (document icon), "VIEW PHOTOS & VIDEOS" (camera icon), and "PROVIDE FEEDBACK" (hand icon).

Below this row, there are two news items, each with a date stamp "Jan 12 2017" in a circular icon:

- U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**  
U.S. Secretary of Commerce Penny Pritzker today issued a new report, *Improving American Competitiveness: Best Practices by U.S. Port Communities*, that documents operational best practices that leading U.S. ports and supply chains have implemented to overcome challenges associated with increasing vessel sizes, trade volumes, and industry complexity. The American Association of Port Authorities... [Read more >](#)
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**Subject:** [Re: Share your page "outdated/ not maintained" web page disclaimers](#)  
**From:** "Jennings, Mike" <JenningsM@OSTI.GOV>  
**Reply To:** Jennings, Mike  
**Date:** Thu, 21 Nov 2019 18:37:40 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (10 kB) , [image001.jpg](#) (45 kB)

I think it reflects well on the professionalism of organizations to be able to keep track of the archived information and continue to be able to present it online.

If I could add a new question... Has anyone encountered arguments opposing efforts to keep archived material online?

---

**From:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Reply-To:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Date:** Wednesday, November 20, 2019 at 4:24 PM  
**To:** "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
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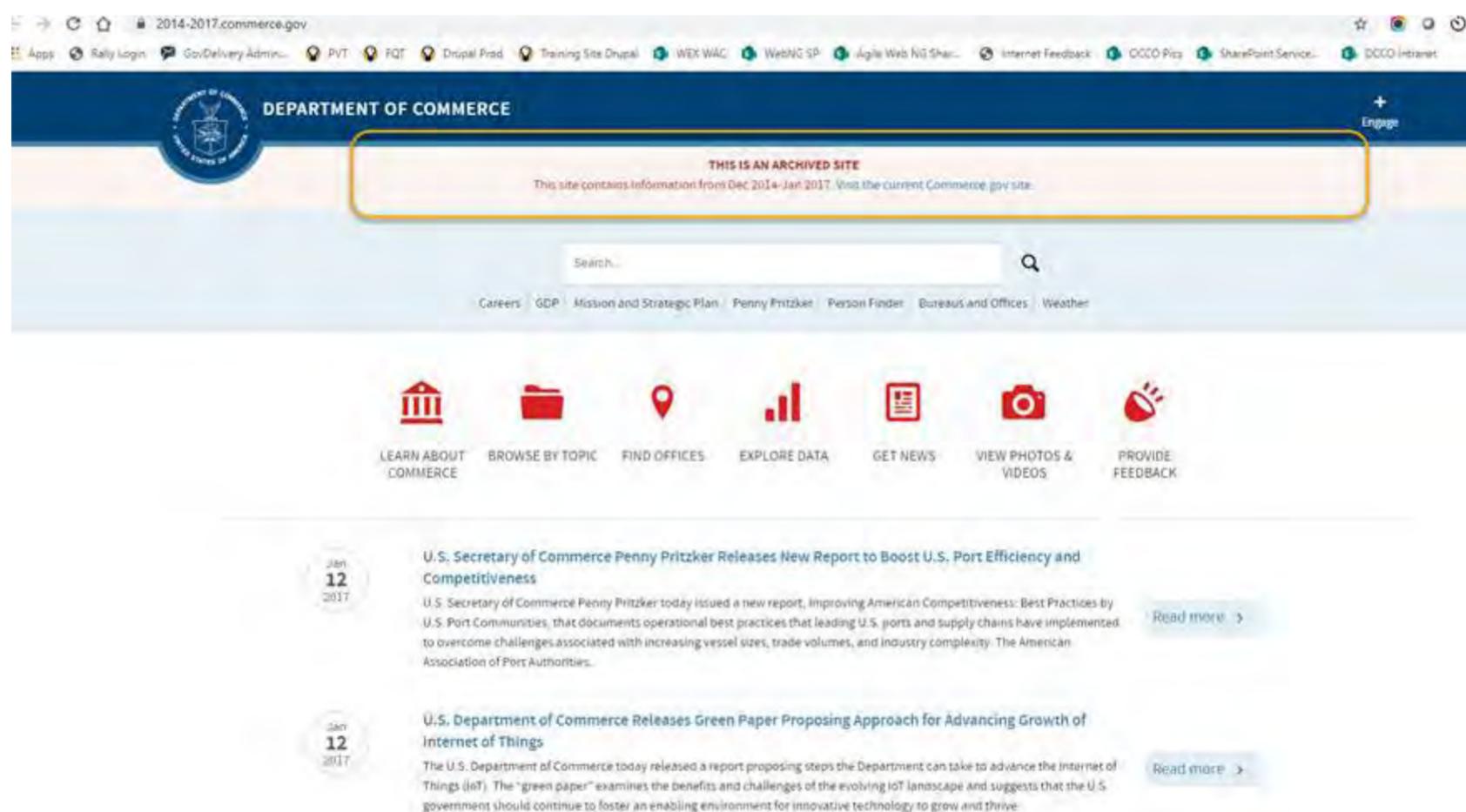


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The screenshot shows the Department of Commerce website from the period 2014-2017. At the top, the browser address bar displays "2014-2017.commerce.gov". The website header includes the Department of Commerce logo and the text "DEPARTMENT OF COMMERCE". A prominent yellow-bordered box contains the message: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site." Below this, there is a search bar and a navigation menu with links for Careers, GDP, Mission and Strategic Plan, Penny Pritzker, Person Finder, Bureaus and Offices, and Weather. A central row of icons provides quick access to: LEARN ABOUT COMMERCE, BROWSE BY TOPIC, FIND OFFICES, EXPLORE DATA, GET NEWS, VIEW PHOTOS & VIDEOS, and PROVIDE FEEDBACK. The main content area features two news items, both dated Jan 12, 2017:

- U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**  
 U.S. Secretary of Commerce Penny Pritzker today issued a new report, *Improving American Competitiveness: Best Practices by U.S. Port Communities*, that documents operational best practices that leading U.S. ports and supply chains have implemented to overcome challenges associated with increasing vessel sizes, trade volumes, and industry complexity. The American Association of Port Authorities... [Read more >](#)
- U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things**  
 The U.S. Department of Commerce today released a report proposing steps the Department can take to advance the internet of Things (IoT). The "green paper" examines the benefits and challenges of the evolving IoT landscape and suggests that the U.S. government should continue to foster an enabling environment for innovative technology to grow and thrive... [Read more >](#)

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**Reply To:** Rosen, David (NIH/OD) [E]  
**Date:** Thu, 21 Nov 2019 22:19:42 +0000  
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Thanks,  
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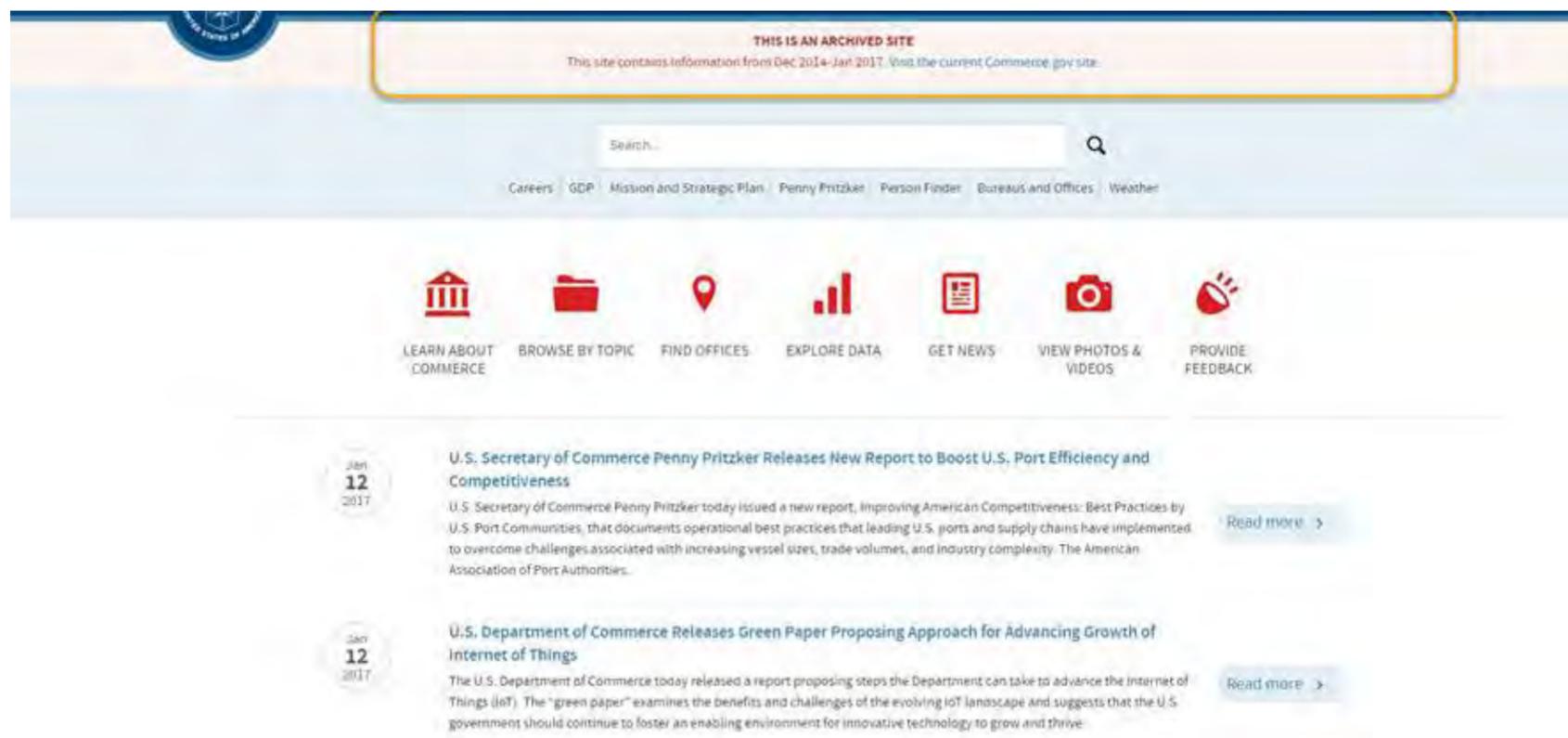


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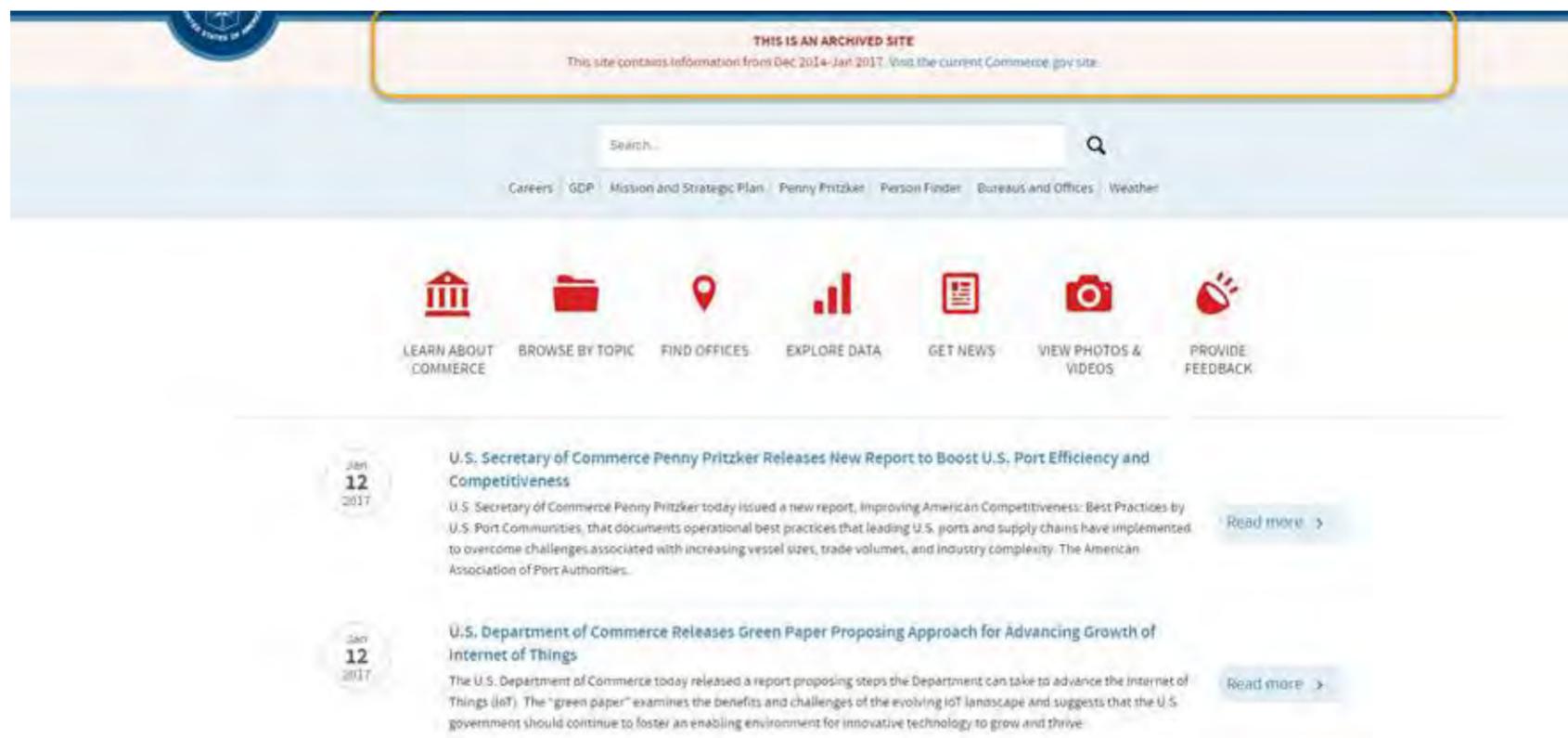


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From a records management perspective, if you remove content and don't archive it, what do you do with it?

What's the disposition of the content, or do you consider it a non-record and have original records (like in the case of press releases) stored offline?

And for the folks archiving, is your content scheduled or unscheduled and you plan to maintain it forever?

I've been interested in it since I was a contractor and we had a custom built online project management system that we had to box up into a hard drive and make sure it was still fully functional offline when we closed out the project. It was part of the contract, so we did it, but it made me curious to dig into more of what the actual maintenance requirements are for records since joining the government.

Best,  
John

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**From:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Reply-To:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Date:** Wednesday, November 20, 2019 at 4:24 PM  
**To:** "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Do you keep up old pages, which may have been current at the time but now aren't updated/accurate? Do you post any sort of disclaimer/web

banner alerting people?

Right now we keep online [all of our press releases back to March 1995](#), like this gem. Needless to say, details like office phone numbers, contact names, and links are no longer accurate.

### How do you handle content like this? Any ideas that are clear, simple, clever or cute? (with screenshots please!)

The very-first [1995 White House website](#) (now housed at the National Archives) has this disclaimer: "This is historical material "frozen in time". The website is no longer updated and links to external websites and some internal pages may not work."

The Department of Commerce maintains [an archive of the commerce.gov site as it appeared between December 2014- and January 2017](#). They put a big pinkish disclaimer at the top of all archive pages: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

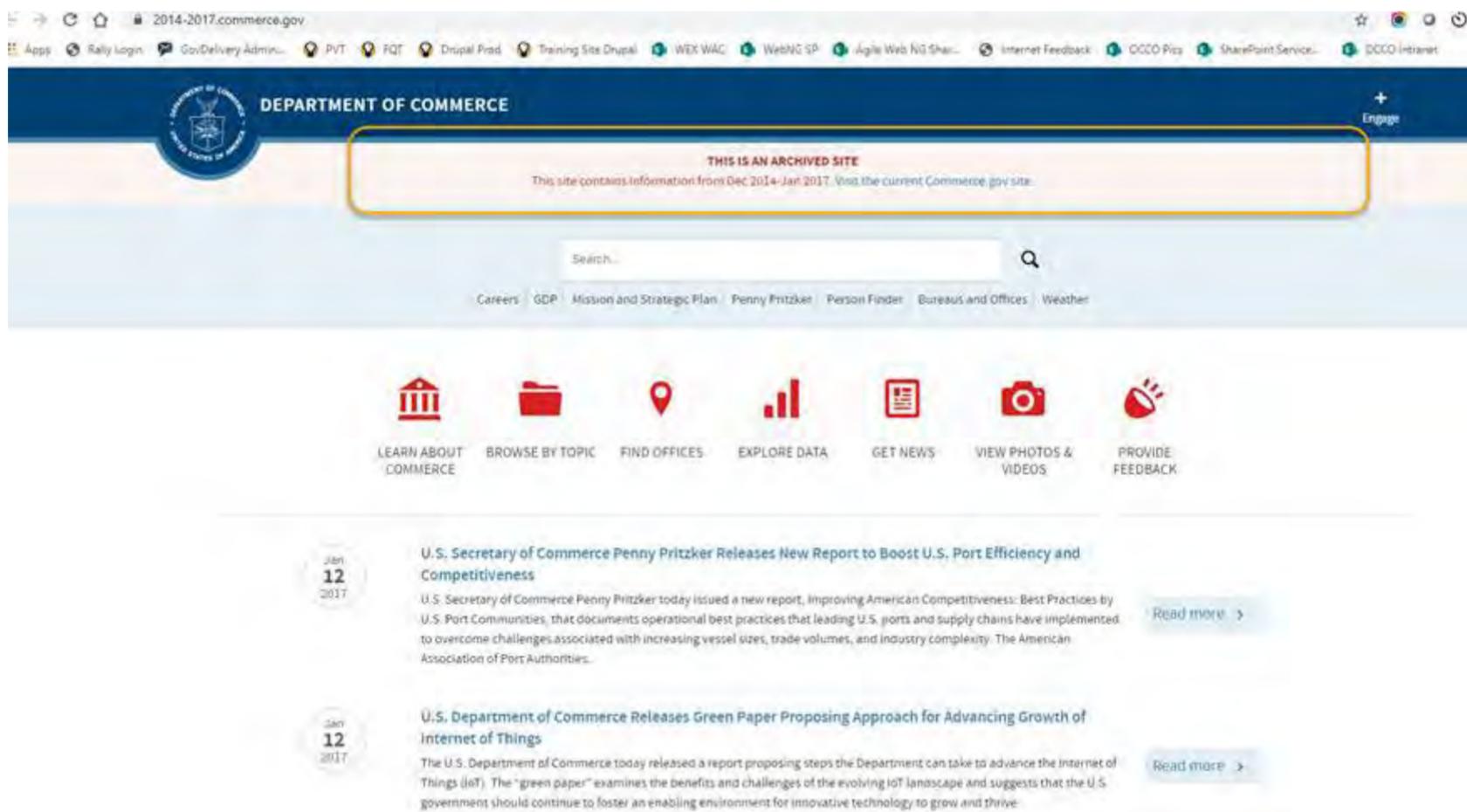


Figure 1 screenshot of the the Department of Commerce homepage, on the archive site. A pink banner at the top reads "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

### What do my other colleagues do?

Laura Larrimore  
Senior Digital Strategist  
Office of the Chief Communications Officer  
United States Patent and Trademark Office

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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2/23/2021

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The screenshot shows a web browser window with the URL `2014-2017.commerce.gov`. The browser's address bar and tabs are visible at the top. The website header features the Department of Commerce logo and the text "DEPARTMENT OF COMMERCE". A prominent yellow-bordered box contains the message: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site." Below this is a search bar and a navigation menu with links for "Careers", "GDP", "Mission and Strategic Plan", "Penny Pritzker", "Person Finder", "Bureaus and Offices", and "Weather". A central row of icons provides quick access to "LEARN ABOUT COMMERCE", "BROWSE BY TOPIC", "FIND OFFICES", "EXPLORE DATA", "GET NEWS", "VIEW PHOTOS & VIDEOS", and "PROVIDE FEEDBACK". The main content area displays two news items, both dated "Jan 12 2017":
 

- U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**: A report on improving American competitiveness by documenting best practices at leading U.S. ports.
- U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things**: A report proposing steps to advance the Internet of Things (IoT) in the U.S.

 Each news item includes a "Read more" link.

Subject: Re: Share your page "outdated/ not maintained" web page disclaimers  
 From: (b) (7)(C), (b) (6) <[REDACTED]@CBP.DHS.GOV>  
 Reply To:  
 Date: Fri, 22 Nov 2019 15:59:24 +0000  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (14 kB) , text/html (26 kB) , image001.jpg (45 kB)

I think the discussion should also be brought to your legal council and your records management folks. Most of our websites (well at least mine) is NOT classified as a system of records. So the content contributors have the responsibility to maintain old records, not the website or website owner. If the content is removed, then a FOIA request can be placed and the content owner is responsible to reply to the request with their original record (not the web page, etc.) We have included the FOIA language anywhere content has been removed so people know where to go if they need old stuff.

We have pushed to have only the last 5 years of content, or latest administration change, be our 'demarc' point. After 5 years, content is marked as 'archived' and has the banner placed on it for 1 year. After 1 year, the content is removed, as a perpetual rolling 'refresh' and content hitting this demarc point is now marked 'archived.'

The content owner (the originator of whatever was placed on the website, be it documents, media release, whatever) must maintain the originals according to their SORN or legal requirements, if any.

The discussion is between you as the web site admin, and your management to decide where the sweet spot is for content existing on your site. Administration change is always a good 'target' for this type of thing.

BTW, love the wayback machine. I have found countless 'lost' documents, articles, etc. that no one had copies of. I don't know if I would add it into an SOP or document that said it was your official 'archived' place but it has come in handy many times.

(b) (7)(C), (b) (6)

Branch Chief, Web and Digital Media  
 Affairs, U.S. Customs and Border Protection

(b) (7)(C), (b) (6)

[cbp.dhs.gov](http://cbp.dhs.gov)  
 esk  
 ell

[www.cbp.gov](http://www.cbp.gov)

---

**From:** Rosen, David (NIH/OD) [E] <000002f42a1b06c4-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Thursday, November 21, 2019 5:20 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Mike,  
 Completely agree. One of my discussion points with my stakeholders was just that. Building your CMS so that way you can mark content as archive will allow you to remove the content from site search and navigation, it could change the look and feel, or it could even move it to another site.  
 I think it really comes down to the content and your audience. Is there value in the archive data to your audience? If there is, what is the value of that archive content compared to the value of finding the latest and most up to date content on that topic? Then figuring out how to allow the user to navigate that archived content without creating confusion between current site content with that balance in mind.

David

---

**From:** "Jennings, Mike" <[JenningsM@osti.gov](mailto:JenningsM@osti.gov)>  
**Date:** Thursday, November 21, 2019 at 5:10 PM  
**To:** "Rosen, David (NIH/OD) [E]" <[david.rosen@nih.gov](mailto:david.rosen@nih.gov)>, "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>  
**Subject:** RE: [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

David,

Agree with you in context of the site archive approach. But there are some good tools out there to shuck off the old site design trimmings and preserve the old information for search results and for reuse in archive page formats like the earlier examples provided.

The old navigation architecture and outdated jargon do present challenges in web.archive.org where the site is preserved as-is.

But I find chunking and restricting old information behind the "archive" or date filters in site search beneficial. My thoughts are that current mobile and search oriented designs, and the structured content of the CMSes lean in the direction of easier and more useful archiving.

Mike

---

**From:** Rosen, David (NIH/OD) [E] <[david.rosen@nih.gov](mailto:david.rosen@nih.gov)>  
**Sent:** Thursday, November 21, 2019 2:11 PM  
**To:** Jennings, Mike <[JenningsM@osti.gov](mailto:JenningsM@osti.gov)>; [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Mike & Laura,  
 I have been going back and forth on this issue for a while. I think it can definitely dilute your digital content and make it harder for your users to find the latest most up to date information on a specific topic. What if your archive content becomes indexed and shows up higher in results than your new content? We do archive our content, but it does give me a headache with managing the ever expanding decaying digital content at <https://archives.nih.gov/asites/grants/findit.php?PageSought=grants/oer.html>. We built it as a custom tool. I am leaning toward pointing our users to [https://web.archive.org/web/\\*/grants.nih.gov](https://web.archive.org/web/*/grants.nih.gov) for the archive of our public data because it is free, no maintenance to my team, and they do a much better job at it.

Thanks,  
 David

---

**From:** "Jennings, Mike" <[000006aac46b11ba-dmarc-request@LISTSERV.GSA.GOV](mailto:000006aac46b11ba-dmarc-request@LISTSERV.GSA.GOV)>  
**Reply-To:** "Jennings, Mike" <[JenningsM@OSTI.GOV](mailto:JenningsM@OSTI.GOV)>  
**Date:** Thursday, November 21, 2019 at 1:52 PM  
**To:** "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>

**Subject:** Re: [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

I think it reflects well on the professionalism of organizations to be able to keep track of the archived information and continue to be able to present it online.

If I could add a new question... Has anyone encountered arguments opposing efforts to keep archived material online?

**From:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>

**Reply-To:** "Larrimore, Laura" <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>

**Date:** Wednesday, November 20, 2019 at 4:24 PM

**To:** "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)>

**Subject:** [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

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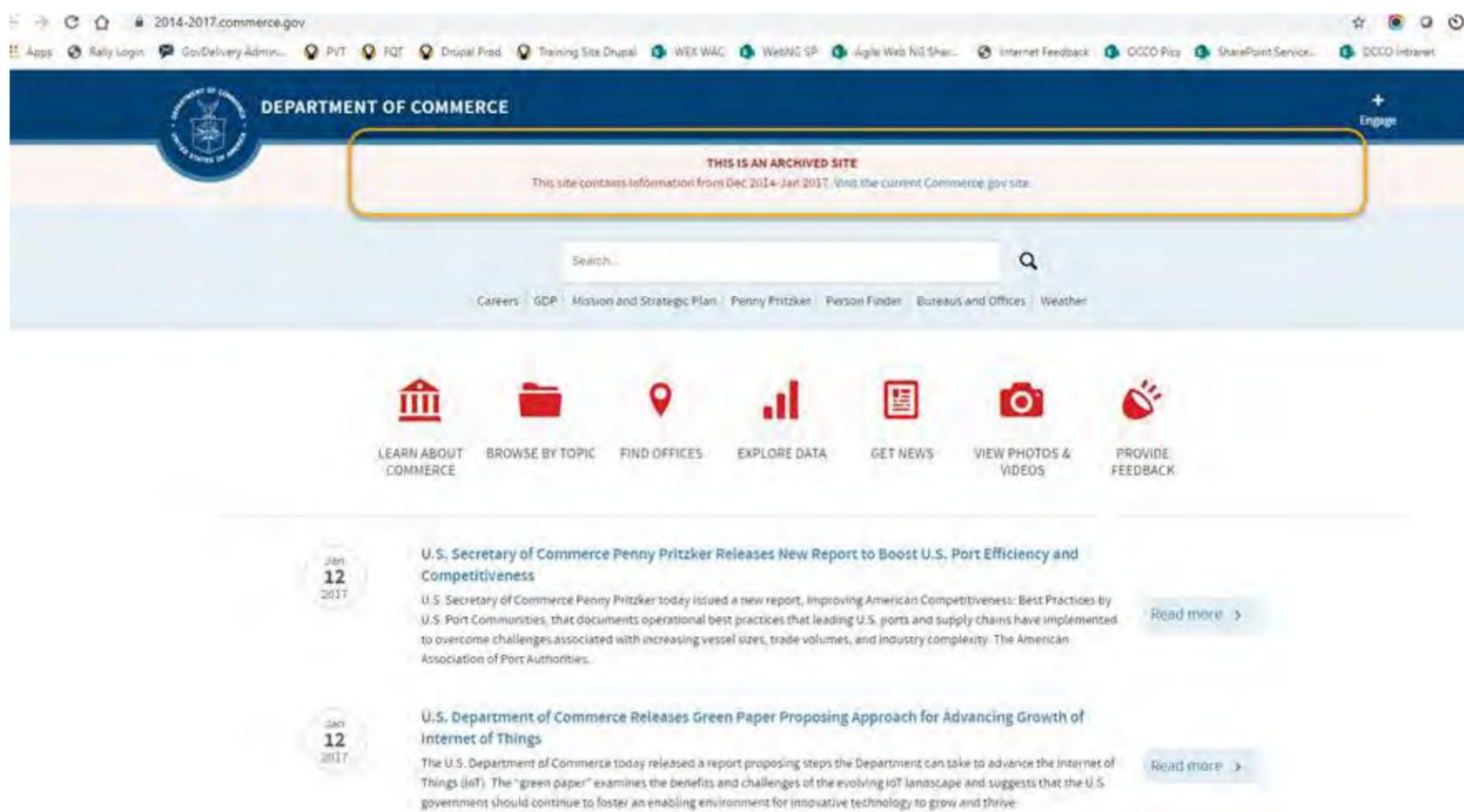


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2014-2017.commerce.gov

Apps Rally Login Gov/Delivery Admin... PVT FQT Drupal Prod Training Site Drupal WEX WAC WebNG SP Agile Web NG Share... Internet Feedback OCOO Pitz SharePoint Service... DCCO Intranet

**DEPARTMENT OF COMMERCE** + Engage

**THIS IS AN ARCHIVED SITE**  
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Search...

Careers GDP Mission and Strategic Plan Penny Pritzker Person Finder Bureaus and Offices Weather

LEARN ABOUT COMMERCE BROWSE BY TOPIC FIND OFFICES EXPLORE DATA GET NEWS VIEW PHOTOS & VIDEOS PROVIDE FEEDBACK

**Jan 12 2017** **U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**  
U.S. Secretary of Commerce Penny Pritzker today issued a new report, *Improving American Competitiveness: Best Practices by U.S. Port Communities*, that documents operational best practices that leading U.S. ports and supply chains have implemented to overcome challenges associated with increasing vessel sizes, trade volumes, and industry complexity. The American Association of Port Authorities... [Read more >](#)

**Jan 12 2017** **U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things**  
The U.S. Department of Commerce today released a report proposing steps the Department can take to advance the internet of Things (IoT). The "green paper" examines the benefits and challenges of the evolving IoT landscape and suggests that the U.S. government should continue to foster an enabling environment for innovative technology to grow and thrive... [Read more >](#)

Subject: [Communications certifications and training](#)  
From: (b) (6) NGA-DCO USA CIV <(b) (6)> NGA.MIL>  
Reply To: (b) (6) NGA-DCO USA CIV <(b) (6)> NGA.MIL>  
Date: Mon, 25 Nov 2019 13:54:33 +0000  
Content-Type: text/plain  
Parts/Attachments: [text/plain](#) (148 lines)

Classification: UNCLASSIFIED  
=====

Hi gang,

Following up on a previously asked question... Any useful resources out there?

Thank you and have a great Thanksgiving.

(b) (6)  
Office of Strategic Operations  
Strategic Planning and Communications  
(b) (6) – classified line  
(b) (6) – unclassified line  
Myers Briggs: ISFP

-----Original Message-----

From: Cunningham, Francine <Francine.Cunningham@hud.gov>  
Sent: Thursday, November 7, 2019 3:59 PM  
To: (b) (6) NGA-DCOSS USA CIV <(b) (6)>nga.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] RE: Free Intermediate Drupal Site Building anyone?

Hello Everyone,

I am interested as well. Thanks.

-----Original Message-----

From: (b) (6) NGA-DCOSS USA CIV <00000355e6546e7a-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Wednesday, November 06, 2019 4:55 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Classification: UNCLASSIFIED  
=====

Hello gang,

Maybe this has been discussed previously as I've been on/off projects in/out of different agencies. Does anyone have a compiled list of Communications certifications and training?

Thanks much.

(b) (6)  
Office of Strategic Operations  
Strategic Planning and Communications  
(b) (6) – classified line  
(b) (6) – unclassified line  
Myers Briggs: ISFP

-----Original Message-----

From: (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Tuesday, November 5, 2019 1:15 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Special Thanks NARA and Debug Academy for making this happen!

Drupal4Gov will be hosting our next half day on December 5th!

Space is limited, so please, only sign up if you are positive you can show up.

This will be a morning session so we will be serving coffee and donuts.

<https://www.eventbrite.com/e/drupal4gov-half-day-event-tickets-75853749607>

See you all December 5th.

(b) (6)

(b) (6)

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\*\*\*\*\*

Subject: Re: Communications certifications and training  
From: (b) (7)(C), (b) (6) SCIS.DHS.GOV>  
Reply To:  
Date: Mon, 25 Nov 2019 18:59:34 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (187 lines)

Good afternoon,

You've probably received many e-mails by now but my vote is for Integrated Marketing Communications or IMC. Most schools have degree programs but there are a couple of schools that have certificates. You can also just take a class at a university as well.

<https://www.thebalancesmb.com/integrated-marketing-communication-imc-2295501>

R/

(b) (7)(C), (b) (6) - FAC-P/PM III, FAC-P/PM IT  
DHS | USCIS | Office of Information Technology (OIT) | Transformation Delivery Division (TDD)  
Off (b) (7)(C), (b) (6) | Cell (b) (7)(C), (b) (6)

-----Original Message-----

From: (b) (7)(C), (b) (6) NGA-DCO USA CIV <00000355e6546e7a-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Monday, November 25, 2019 8:55 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Communications certifications and training

Classification: UNCLASSIFIED  
=====

Hi gang,

Following up on a previously asked question... Any useful resources out there?

Thank you and have a great Thanksgiving.

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Office of Strategic Operations  
Strategic Planning and Communications  
(b) (7)(C), (b) (6) - classified line  
classified line  
Myers Briggs: ISFP

-----Original Message-----

From: Cunningham, Francine <Francine.Cunningham@hud.gov>  
Sent: Thursday, November 7, 2019 3:59 PM  
To: (b) (7)(C), (b) (6) NGA-DCOSS USA CIV (b) (7)(C), (b) (6) nga.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] RE: Free Intermediate Drupal Site Building anyone?

Hello Everyone,

I am interested as well. Thanks.

-----Original Message-----

From: (b) (7)(C), (b) (6) NGA-DCOSS USA CIV <00000355e6546e7a-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Wednesday, November 06, 2019 4:55 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Classification: UNCLASSIFIED  
=====

Hello gang,

Maybe this has been discussed previously as I've been on/off projects in/out of different agencies. Does anyone have a compiled list of Communications certifications and training?

Thanks much.

(b) (7)(C), (b) (6)  
Office of Strategic Operations  
Strategic Planning and Communications  
(b) (7)(C), (b) (6) - classified line  
classified line  
Myers Briggs: ISFP

-----Original Message-----

From: (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Tuesday, November 5, 2019 1:15 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Special Thanks NARA and Debug Academy for making this happen!

Drupal4Gov will be hosting our next half day on December 5th!

Space is limited, so please, only sign up if you are positive you can show up.

This will be a morning session so we will be serving coffee and donuts.

<https://www.eventbrite.com/e/drupal4gov-half-day-event-tickets-75853749607>

See you all December 5th.

(b) (6)

(b) (6)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest \*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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\*\*\*\*\*

=====  
Classification: UNCLASSIFIED

Subject: Re: Communications certifications and training  
From: Bridget Serchak <BSerchak@VOANEWS.COM>  
Reply To: Bridget Serchak <BSerchak@VOANEWS.COM>  
Date: Mon, 25 Nov 2019 20:29:55 +0000  
Content-Type: text/plain  
Parts/Attachments: text/plain (242 lines)

I second that idea, Jennifer. As a 1993 graduate of one of the oldest - if not the oldest - IMC graduate level degree programs in the US, I recommend you take a look at them as they are popping up all over the country.

For years I had to explain IMC to future employers, but now the term is much more common and more widely understood.

My program - which grants an MS in IMC from the Medill School of Journalism at Northwestern University - evolved from a fulltime/daytime program into also offering a part time/evening program and now they offer an online program too - all to keep up with the need to be where people already are.

WVU is known for its online IMC program and is not too far away, as I believe nearly all of the online programs still require at least a short time on campus. And, of course, Georgetown also has one right here in DC just to name another one.

Regards,

Bridget

\*\*\*\*\*

Bridget Ann Serchak  
Director of Public Relations  
Voice of America  
U.S. Agency for Global Media  
(formerly Broadcasting Board of Governors)  
330 Independence Avenue, S.W.  
Washington, D.C. 20237  
202 382 5975 Direct  
202 382 5977 Main  
bserchak@voanews.com  
bserchak@usagm.gov  
www.insidevoa.com  
@insidevoa

\*\*\*\*\*

-----Original Message-----

From: (b) (7)(C), (b) (6) <000006b344d0b90d-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Monday, November 25, 2019 2:00 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Communications certifications and training

Good afternoon,

You've probably received many e-mails by now but my vote is for Integrated Marketing Communications or IMC. Most schools have degree programs but there are a couple of schools that have certificates. You can also just take a class at a university as well.

<https://nam01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thebalancesmb.com%2Fintegrated-marketing-communication-imc-2295501&data=02%7C01%7CBserchak%40voanews.com%7Cd8cf899119f24fcb93b408d771e5254b%7Cba99e87c673541c2b1c1354eee3a8659%7C0%7C0%7C637103101300707920&sddata=%2B3RZILJIBvmASyl5%2F7TI7NVP7dKha6breYhm7sRSdYo%3D&reserved=0>

R/

(b) (7)(C), (b) (6) - FAC-P/PM III, FAC-P/PM IT DHS | USCIS | Office of Information Technology (OIT) | Transformation Delivery Division

Office (b) (7)(C), (b) (6) | Cell (b) (7)(C), (b) (6)

-----Original Message-----

From: (b) (7)(C), (b) (6) NGA-DCO USA CIV <00000355e6546e7a-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Monday, November 25, 2019 8:55 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Communications certifications and training

Classification: UNCLASSIFIED

=====

Hi gang,

Following up on a previously asked question... Any useful resources out there?

Thank you and have a great Thanksgiving.

(b) (7)(C), (b) (6)

perations

Strategic Planning and Communications

(b) (7)(C), (b) (6) – classified line

classified line

Myers Briggs: ISFP

-----Original Message-----

From: Cunningham, Francine <Francine.Cunningham@hud.gov>

Sent: Thursday, November 7, 2019 3:59 PM

To: (b) (7)(C), (b) (6) NGA-DCOSS USA CIV (b) (7)(C), (b) (6) nga.mil; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [Non-DoD Source] RE: Free Intermediate Drupal Site Building anyone?

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I am interested as well. Thanks.

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From: (b) (6) NGA-DCOSS USA CIV <00000355e6546e7a-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, November 06, 2019 4:55 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Classification: UNCLASSIFIED

=====

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Thanks much.

(b) (6)

Office of Strategic Operations

Strategic Planning and Communications

(b) (6) – classified line

(b) (6) – unclassified line

Myers Briggs: ISFP

-----Original Message-----

From: (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>

Sent: Tuesday, November 5, 2019 1:15 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Free Intermediate Drupal Site Building anyone?

Special Thanks NARA and Debug Academy for making this happen!

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Space is limited, so please, only sign up if you are positive you can show up.

This will be a morning session so we will be serving coffee and donuts.

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See you all December 5th.

(b) (6)

PS. Friday is my last day with the Department of State. I'm starting with a new agency on November 12th, so, if you need me or any of

the govies volunteering with Drupal4Gov, for a week or so, probably easier to reach us at drupal4Gov@gmail.com <mailto:drupal4Gov@gmail.com>

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\*\*\*\*\*

\*\*\*\*\*

**Subject:** [SEO and Google Search Panel](#)  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Tue, 26 Nov 2019 16:00:38 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (294 kB) , [text/html](#) (10 kB) , [image001.png](#) (8 kB) , [image002.png](#) (236 kB) , [image003.png](#) (294 kB)

Hi,

Somewhat related to SEO Tools discussion, I am planning on claiming [Google Knowledge Panel](#) ownership: the little box on the right side of the Google Search Results, possibly worth a million dollar paid advertisement. Organizations can have full or somewhat partial [control over 24 features](#) with Knowledge Panel on search results pages. Many SEO experts mention that it is one of good [SEO strategy element](#) with following organizational benefits:

**Increases Visibility, Establishes Authority, Gain Higher User Engagement and Promote Social Media Channels and Events**

During my research, I was surprised that I did not see many federal government agencies (and even many big corporations) taking advantage of these while they care about SEO and invest lots of money for it. I know almost all agencies use Google Analytics ([Digital Analytics Program @Digital.gov](#)), some use [Google Search Console](#) but do any of your organizations claimed and use Google Knowledge Panel related to your organizations and programs, etc.? And what you think of it?

Happy Thanksgiving – Yalcin

**M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
 Sr Web Solutions Architect | Customer Experience Office  
 Federal Student Aid | [StudentAid.gov](#)  
 830 First Street NE, Washington, DC 20202  
 Office: (202) 377-4849 | UCP-111B4

---

**From:** Young Craig C <000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, July 2, 2019 3:58 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] SEO Tools

Try using Google Search Console as a start. It's free.

It's not amazing like the paid products, but it'll help with some things...backlinks, broken links.

After years of not paying attention to it, Google seems to be revisiting and updating it (slowly).

---

**From:** Pope, Blaine Menelik <000005288602f74d-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, July 02, 2019 11:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](#)  
 National Endowment for the Humanities  
 Office of Communications  
 400 7<sup>th</sup> Street SW  
 Washington, D.C. 20024  
 (202) 606-8610 | [bpope@neh.gov](mailto:bpope@neh.gov)




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**Moz** 4.5 ★★★★★ 11 Google reviews  
Software company in Seattle, Washington

**Address:** 1100 2nd Ave #500, Seattle, WA 98101  
**Hours:** Open · Closes 6PM  
**Phone:** (206) 602-2005

Brick-and-mortar businesses can take a page from Amazon's playbook and offer shipping ti...  
2,111 views  
Learn more

**Know this place? Answer quick questions**

**Questions & answers**  
Q: What does TAGFEE stand for?  
A: TAGFEE stands for transparent, Authentic, Generous, Fun, Empathetic, and Exceptional. Our goal is for everything we create and cultivate our...  
(1 more answers)  
See all questions (1)

**Reviews**  
"Amazing service and prompt attention to the matter at hand!"  
"Is broken and doesn't work as its advertised."  
"Great office and very friendly staff!"  
View all Google reviews

**From Moz**  
"At Moz, we believe there is a better way to do marketing. A more valuable, less invasive way where customers are earned rather than bought. We're obsessively passionate about it, and our mission is to help people achieve it. We focus on search engine. More

**People also search for**  
Skypat Software Company  
Avatera Software Company  
CapientR Seattle Advertising Agency  
TIBCO Software Inc. Software Company  
Chief Software Inc. Software Company

The screenshot displays a Google Business Profile for 'Moz'. At the top, there are three photos: an interior view of a modern office space (1), a map showing the location in Seattle (2), and an exterior view of the building (3). Below the photos are buttons for 'See photos' (4) and 'See outside' (5). The business name 'Moz' is prominently displayed (6), followed by a 4.5-star rating and 51 Google reviews (7). The address is listed as '1100 2nd Ave #500, Seattle, WA 98101' (8). Other details include 'Hours: Open · Closes 6PM' (9) and 'Phone: (206) 602-2005' (10). There are buttons for 'Suggest an edit' (11) and 'Web site' (12). A section titled 'Moz on Google' (13) features a snippet about brick-and-mortar businesses and a 'Learn more' link (14). Below this is a 'Questions & answers' section (15) with a question 'What does TAGFEE stand for?' and an answer explaining the acronym. A 'Send to your phone' button (16) is also present. The 'Reviews' section (17) shows three reviews with star ratings and text, and a 'Write a review' button (18). The 'From Moz' section (19) contains a short paragraph about their marketing philosophy. Finally, the 'People also search for' section (20) lists related businesses like Skytap, Avatera, and others. A 'Feedback' button (21) is at the bottom right.

**Subject:** [Re: Share your page "outdated/ not maintained" web page disclaimers](#)  
**From:** GREINER ROBERT D <ROBERT.D.GREINER@IRS.GOV>  
**Reply To:** GREINER ROBERT D <ROBERT.D.GREINER@IRS.GOV>  
**Date:** Mon, 2 Dec 2019 12:42:16 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (12 kB) , [image001.jpg](#) (45 kB)

Those "historical" content items also don't come up in site search unless you specifically request that they be included.

Bob Greiner  
 Program Analyst  
 Online Engagement, Operations and Media  
 Office of Online Services (OLS) | SE:OLS:OEOM:EUP  
 5000 Ellin Road, Lanham MD 20706-1348

---

**From:** Riley Peggy E <000006a5952054fa-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Wednesday, November 20, 2019 4:39 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Laura – at the IRS, we keep all our releases up too, but we mark the older ones historical and put this banner on them in pink – <https://www.irs.gov/newsroom/free-tax-help-available-nationwide-2015>

**Notice: Historical Content**

This is an archival or historical document and may not reflect current law, policies or procedures.

Peggy Riley  
 IRS Communications & Liaison  
 Web Management Team

---

**From:** Larrimore, Laura <[Laura.Larrimore@USPTO.GOV](mailto:Laura.Larrimore@USPTO.GOV)>  
**Sent:** Wednesday, November 20, 2019 4:17 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Share your page "outdated/ not maintained" web page disclaimers

Do you keep up old pages, which may have been current at the time but now aren't updated/accurate? Do you post any sort of disclaimer/web banner alerting people?

Right now we keep online [all of our press releases back to March 1995](#), like this gem. Needless to say, details like office phone numbers, contact names, and links are no longer accurate.

**How do you handle content like this? Any ideas that are clear, simple, clever or cute? (with screenshots please!)**

The very-first [1995 White House website](#) (now housed at the National Archives) has this disclaimer: "This is historical material "frozen in time". The website is no longer updated and links to external websites and some internal pages may not work."

The Department of Commerce maintains [an archive of the commerce.gov site as it appeared between December 2014- and January 2017](#). They put a big pinkish disclaimer at the top of all archive pages: "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

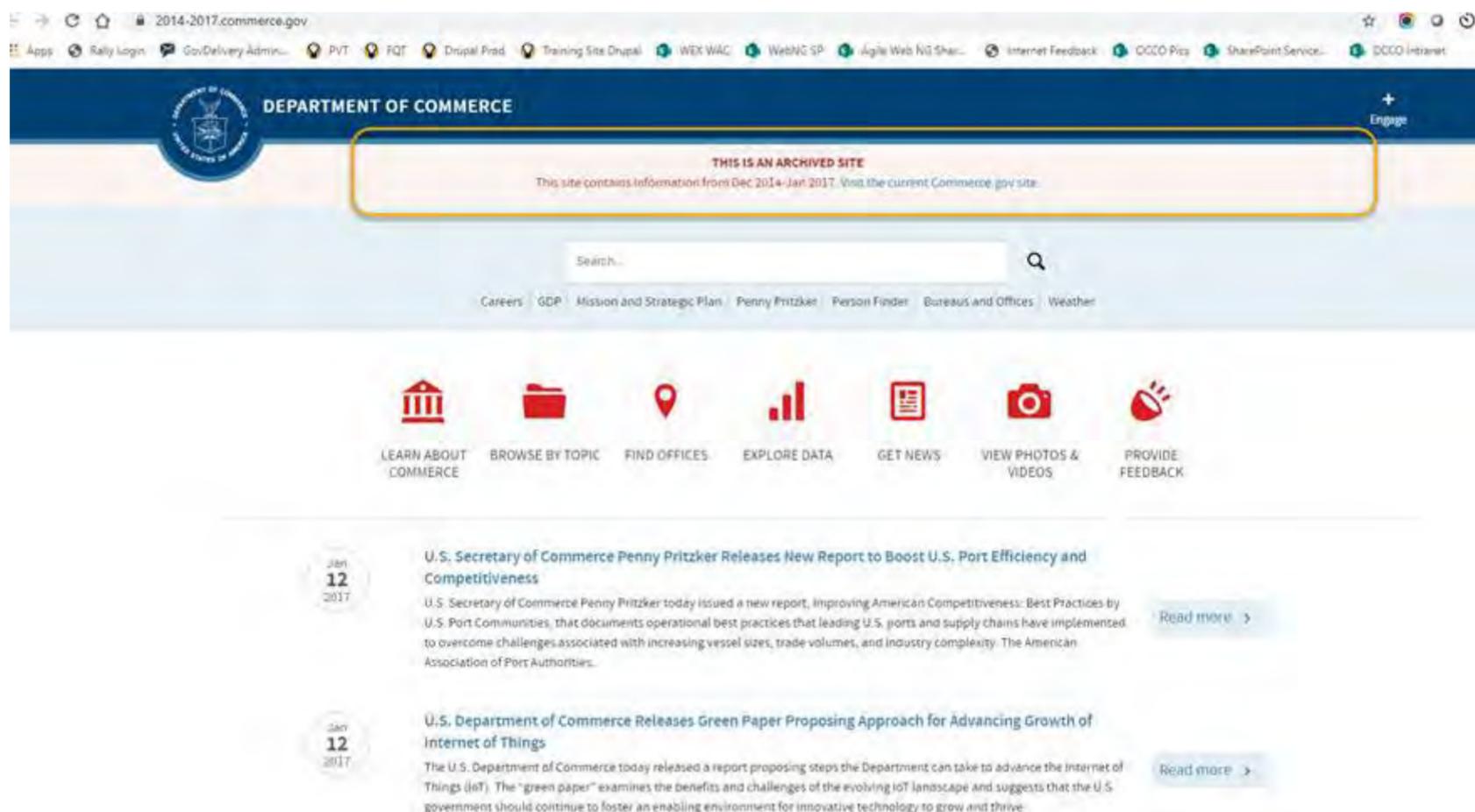


Figure 1 screenshot of the the Department of Commerce homepage, on the archive site. A pink banner at the top reads "THIS IS AN ARCHIVED SITE. This site contains information from Dec 2014 - January 2017. Visit the current Commerce.gov site"

**What do my other colleagues do?**

Laura Larrimore  
 Senior Digital Strategist  
 Office of the Chief Communications Officer  
 United States Patent and Trademark Office

2014-2017.commerce.gov

Apps Rally Login Gov/Delivery Admin... PVT FQT Drupal Prod Training Site Drupal WEX WAC WebNG SP Agile Web NG Share... Internet Feedback OCCO Pizc SharePoint Service... DCCO Intranet

**DEPARTMENT OF COMMERCE** + Engage

**THIS IS AN ARCHIVED SITE**  
This site contains information from Dec 2014-Jan 2017. Visit the current Commerce.gov site.

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[Careers](#) [GDP](#) [Mission and Strategic Plan](#) [Penny Pritzker](#) [Person Finder](#) [Bureaus and Offices](#) [Weather](#)

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**Jan 12 2017** **U.S. Secretary of Commerce Penny Pritzker Releases New Report to Boost U.S. Port Efficiency and Competitiveness**  
U.S. Secretary of Commerce Penny Pritzker today issued a new report, *Improving American Competitiveness: Best Practices by U.S. Port Communities*, that documents operational best practices that leading U.S. ports and supply chains have implemented to overcome challenges associated with increasing vessel sizes, trade volumes, and industry complexity. The American Association of Port Authorities... [Read more >](#)

**Jan 12 2017** **U.S. Department of Commerce Releases Green Paper Proposing Approach for Advancing Growth of Internet of Things**  
The U.S. Department of Commerce today released a report proposing steps the Department can take to advance the internet of Things (IoT). The "green paper" examines the benefits and challenges of the evolving IoT landscape and suggests that the U.S. government should continue to foster an enabling environment for innovative technology to grow and thrive... [Read more >](#)

Subject: Video hosting/management  
From: (b) (6) <(b) (6)@AZWIFA.GOV>  
Reply To: (b) (6) <(b) (6)@AZWIFA.GOV>  
Date: Tue, 3 Dec 2019 16:20:13 +0000  
Content-Type: multipart/mixed  
Parts/Attachments: text/plain (1762 bytes) , winmail.dat (16 kB)

Hi Everyone,

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I look forward to hearing about your experiences, and thanks in advance for your insight!

Sincerely,  
[WIFA of AZ]  
(b) (6)  
Communications Director  
Water Infrastructure Finance Authority of Az.  
100 N. 7th Ave. Suite 130 Phoenix, AZ 85007  
Direct: (b) (6) | email: (b) (6)@azwifa.gov<mailto:(b) (6)@azwifa.gov>  
www.azwifa.gov<<http://www.azwifa.gov/>>

\*\*\*\*\*

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This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.

\*\*\*\*\*

**Subject:** [Re: Video hosting/management](#)  
**From:** Young Craig C <craig.c.young@IRS.GOV>  
**Reply To:** Young Craig C <craig.c.young@IRS.GOV>  
**Date:** Tue, 3 Dec 2019 17:06:44 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (2430 bytes) , [text/html](#) (7 kB) , [image001.jpg](#) (7 kB)

YouTube. It's the [number 2 site on Alexa](#) for a reason.

Even if you don't prefer it, your content really needs to be there.

Are you currently embedding your videos with relevant content on your site or just directing people to Vimeo?

**Craig C. Young**

Management and Program Analyst  
Online Engagement, Operations and Media  
Office of Online Services (OLS) | SE:OLS:OEOM:MED  
D: NCFB C-462  
P: 240-613-9712  
M: (b) (6)  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

(b) (6)

---

**From:** (b) (6) <(b) (6) AZWIFA.GOV>  
**Sent:** Tuesday, December 03, 2019 11:20 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] Video hosting/management

Hi Everyone,

I wanted to reach out and see what everyone prefers to use for video hosting products (ideally what's the best-featured products with no cost). We're a smaller agency and don't create much video content, but I'm looking for somewhere to host webinar videos, recorded workshops, training/walkthroughs, etc.). Right now we have some things on Vimeo, but I feel like their free plan lacks some features. I'm thinking that switching to youtube may be the best bet.

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*Communications Director*  
**Water Infrastructure Finance Authority of Az.**  
100 N. 7th Ave. Suite 130 Phoenix, AZ 85007  
**Direct:** (b) (6) | **email:** (b) (6) [azwifa.gov](mailto:(b) (6)@azwifa.gov)  
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Subject: Re: Video hosting/management  
From: "(b) (6)" (HHSC)" <(b) (6)>@HHSC.STATE.TX.US  
Reply To: (b) (6) (HHSC)  
Date: Tue, 3 Dec 2019 18:20:19 +0000  
Content-Type: multipart/related  
Parts/Attachments: text/plain (3174 bytes) , text/html (9 kB) , image001.jpg (9 kB)

Hi (b) (6)

This is from our Video Services Manager:

We have recently moved away from Vimeo, back to YouTube for a few different reasons.

Capturing accurate analytics from Vimeo has been an issue for us, as a lot of our traffic comes from our intranet site. YouTube has, thus far, been able to produce accurate view counts, while Vimeo has been unreliable in providing view counts and traffic source data.

While we have a paid plan on Vimeo, there are still data restrictions. Also, we are not able to create playlists or categories like we can on our YouTube page. Also, we are able to manage multiple pages from a single login source on YouTube, while we cannot on Vimeo.

Vimeo does offer some advanced features that make it appealing to individual creators, such as a review/collaboration tool and the ability to reupload videos without changing the source link, YouTube has all the necessary accessibility features and video management tools that we require.

(b) (6)  
Technical Coordinator  
Texas Health & Human Services Commission  
Office of Communications

(b) (6)

---

From: (b) (6) <(b) (6)>@AZWIFA.GOV  
Sent: Tuesday, December 03, 2019 10:20 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Video hosting/management

**WARNING: This email is from outside the HHS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.**

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Subject: Re: Video hosting/management  
From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Reply To:  
Date: Tue, 3 Dec 2019 18:39:02 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (4 kB) , text/html (10 kB)

Agreed 100%.

We post videos to YouTube and embed from there into our site.

Huge user volume (raising the possibility you show up in searches for other stuff), playlists, good captioning capabilities, special features for gov't accounts like only linking to our own videos on the right side of each video viewing page, etc.

(b) (7)(C), (b) (6)

Acting Chief, Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (7)(C), (b) (6) | Mobile: (b) (6), (b) (7)(C)  
USCIS English - website: <https://uscis.gov> | Facebook: <http://facebook.com/uscis> | Twitter: <http://twitter.com/uscis> |  
Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis> | LinkedIn: <https://www.linkedin.com/company/uscis>  
USCIS Español - Website: <https://uscis.gov/es>

On Dec 3, 2019, at 12:38 PM, Young Craig C <000004cf33e0b723-dmarc-request@listserv.gsa.gov> wrote:

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**Craig C. Young**  
Management and Program Analyst  
Online Engagement, Operations and Media  
Office of Online Services (OLS) | SE:OLS:OEOM:MED  
D: NCFB C-462  
P: 240-613-9712  
M: (b) (6), (b) (7)(C)  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

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From: (b) (6) <(b) (6) AZWIFA.GOV>  
Sent: Tuesday, December 03, 2019 11:20 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Video hosting/management

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Subject: [Re: Video hosting/management](#)  
From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Reply To:  
Date: Tue, 3 Dec 2019 18:39:54 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (10 kB)

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Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
USCIS English - website: <https://uscis.gov> | Facebook: <http://facebook.com/uscis> | Twitter: <http://twitter.com/uscis> |  
Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis> | LinkedIn: <https://www.linkedin.com/company/uscis>  
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M: (b) (6)  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

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From: (b) (6) <(b) (6) AZWIFA.GOV>  
Sent: Tuesday, December 03, 2019 11:20 AM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [CONTENT-MANAGERS-L] Video hosting/management

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Subject: [Re: Video hosting/management](#)  
From: (b) (7)(C), (b) (6) USCIS.DHS.GOV>  
Reply To:  
Date: Tue, 3 Dec 2019 20:07:45 +0000  
Content-Type: multipart/related  
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (11 kB) , [image001.jpg](#) (11 kB)

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Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

---

From: Young Craig C <000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Tuesday, December 3, 2019 12:07 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Video hosting/management

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From: (b) (6) <(b) (6) AZWIFA.GOV>  
Sent: Tuesday, December 03, 2019 11:20 AM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] Video hosting/management

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management  
 From: "Gillick, Larry" <larry\_gillick@IOS.DOI.GOV>  
 Reply To: Gillick, Larry  
 Date: Tue, 3 Dec 2019 16:36:44 -0500  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (1 MB) , text/html (1 MB) , image001.jpg (1 MB) , Screen Shot 2019-12-03 at 4.31.17 PM.png (1 MB)

Well, this is a tough situation to be in. I need to violate my "Just do what Jeffrey's doing" mantra. Ugh. :-)

My 508 coordinator would have words with me, if I decided to make YouTube embeds my most 508-conformant solution for DOI.gov videos. He's not a fan.

Instead, we post to DOI.gov (keeping a version of each video uploaded to our site) and a more social version on YouTube. This gets us audio description (awkward, at best, on YouTube) and a better user experience with the controls. [Here's the example video I usually share for conversations about audio description.](#)



The player (crafted by Paul Tsao) itself is available on GitHub, along with our [NCshare \(No Cookie Share\) social-sharing tool](#).

If you decide to use it, you might want to wait for tomorrow. Paul recently updated our code and the update hasn't quite made it to GitHub yet. He's also tweaking the UI, so it's trusted-tester-proof -- not quite done yet, but still pretty good! I'm happy to chat about how we made it work without a streaming service. Call whenever. My desk phone forwards to my personal cell after a few rings.

Good luck with whatever service you choose.

Larry

---

Larry Gillick  
 Deputy Director of Digital Strategy  
 U.S. Department of the Interior (for now)  
 202-208-5141  
[Drupal Questions?](#)



On Tue, Dec 3, 2019 at 4:02 PM (b) (7)(C), (b) (6) <00000148e20e55c9-dmarc-request@listserv.gsa.gov> wrote:

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Acting Chief, Digital Services Division

Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services

Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

**From:** Young Craig C <000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV>

**Sent:** Tuesday, December 3, 2019 12:07 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)

**Subject:** Re: [CONTENT-MANAGERS-L] Video hosting/management

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P: 240-613-9712

M: (b) (6)

E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

**From:** (b) (6) <(b) (6)@AZWIFA.GOV>  
**Sent:** Tuesday, December 03, 2019 11:20 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] Video hosting/management

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management  
**From:** "Horvath, Scott R" <shorvath@USGS.GOV>  
**Reply To:** Horvath, Scott R  
**Date:** Wed, 4 Dec 2019 12:49:19 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (1 MB) , [text/html](#) (1 MB) , [image001.png](#) (1 MB) , [image002.jpg](#) (1 MB)

And though Larry's solution is fantastic, it does require more code tinkering than the solution we use on USGS.gov. For us, we are using the AccessibilityOz [OzPlayer](#) (not an endorsement, just info), which is already pre-built (you can tinker if you like, but out of the box it's a solid solution. In terms of accessibility it has all the features and cross-browser, cross-platform (yes it's fully mobile) support you would expect including toggling of CC and AD while in-video (not requiring a streaming solution to do the toggling). The AD file is simply an MP3 that is preloaded at the same time as the MP4 to allow the toggling: <https://www.usgs.gov/media/videos/image-week-fires-lebanon>

You can also use it to wrap a YouTube video within the player which is an added bonus, or any other video source.



**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Wed, 4 Dec 2019 14:04:23 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (12 kB) , [text/html](#) (28 kB) , [image001.jpg](#) (67 kB) , [image003.jpg](#) (67 kB) , [image004.png](#) (252 kB)

My problem with YouTube is the recommendation algorithm. In my other life as an adjunct professor, I put my lectures on YouTube. I am thinking of switching to another hosting service because I am concerned about the recommended videos that surround my videos.

After giving an insightful lecture on the effects of communication technology on how we relate to each other, I don't want the next video to be on how the reptilian overlords control our media.

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley (he/him)  
 (Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
 HR Specialist (Development)  
 Enterprise Training Division

Office of Human Resources  
 U.S. Patent and Trademark Office  
 571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)



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**Sent:** Tuesday, December 3, 2019 4:37 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management

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Larry  
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 Larry Gillick  
 Deputy Director of Digital Strategy  
 U.S. Department of the Interior (for now)  
 202-208-5141  
[Drupal Questions?](#)



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Acting Chief, Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

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**Sent:** Tuesday, December 3, 2019 12:07 PM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** Re: [CONTENT-MANAGERS-L] Video hosting/management

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Are you currently embedding your videos with relevant content on your site or just directing people to Vimeo?

### Craig C. Young

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Office of Online Services (OLS) | SE:OLS:OEOM:MED  
D: NCFB C-462  
P: 240-613-9712  
M: (b) (6)  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

**From:** (b) (6) <(b) (6) AZWIFA.GOV>

**Sent:** Tuesday, December 03, 2019 11:20 AM

**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)

**Subject:** [CONTENT-MANAGERS-L] Video hosting/management

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Sincerely,



(b) (6)  
Communications Director  
Water Infrastructure Finance Authority of Az.  
100 N. 7th Ave. Suite 130 Phoenix, AZ 85007  
Direct: (b) (6) | email: (b) (6) [azwifa.gov](mailto:azwifa.gov)  
[www.azwifa.gov](http://www.azwifa.gov)

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management  
**From:** "Smith, Bradley G -FS" <bradley.smith@USDA.GOV>  
**Reply To:** Smith, Bradley G -FS  
**Date:** Wed, 4 Dec 2019 15:17:26 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (11 kB) , [text/html](#) (31 kB) , [image002.png](#) (252 kB) , [image003.jpg](#) (252 kB)

If you are an Office 365 customer and the videos are for internal use then Microsoft has a capability called Streams available.

Brad

**From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, 3 December, 2019 13:37  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Video hosting/management  
 From: (b) (7)(C), (b) (6) CBP.DHS.GOV>  
 Reply To:  
 Date:  
 Content-Type: multipart/related  
 Parts/Attachments: text/plain (15 kB) , text/html (33 kB) , image001.jpg (67 kB) , image002.png (252 kB) , image003.jpg (252 kB)

For anyone else that is managing video as well as the web for government organizations, the 'recommended videos' does present issues. There's no setting you can turn off, but luckily it's still an easy (if slow) fix. You'll need to email [government@youtube.com](mailto:government@youtube.com) and let them know that you're the admin for a federal government account and need to have the advertisements and 'up next' videos turned off in order to comply with the fed TOS. The gov't contact will get back in touch with you eventually (if it takes more than a few weeks, email again to give a nudge) and may ask for follow up information, but this is a general template that's worked for us so far:

-----  
 Hi there,  
 My name is [NAME] and I'm an administrator for the [AGENCY]'s YouTube accounts. In reviewing our various brand channels I'm seeing that a few of them are displaying advertisements in violation of our federal TOS. We need to make sure all ads are turned off and the "up next" list that appears in each video player is disabled.

Can you please help me configure the following channels so that we're in compliance?  
 [List of channels, with hyperlinks]

If you need a name and physical address on file to verify this account's ownership, please use the following:  
 [Supervisor name]  
 [Mailing address]

Please let me know if you need anything else.

Thanks very much,  
 NAME

I must give Kristen Albrittain from NARA credit for supplying this info, and it has worked for us and many other gov agencies. I would encourage all gov's to do this ASAP to clean up those 'recommended videos' that display on your channels and when your videos play.

(b) (7)(C), (b) (6)

Web and Digital Media  
 Office of Public Affairs, U.S. Customs and Border Protection  
 (b) (7)(C), (b) (6) [bp.dhs.gov](mailto:bp.dhs.gov)  
 sk  
 ll

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**From:** Brantley, William <William.Brantley@USPTO.GOV>  
**Sent:** Wednesday, December 4, 2019 9:04 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
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**Subject:** [Job Opening: Tech Info Specialist/Section 508 Coordinator at the National Cancer Institute](#)  
**From:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>  
**Reply To:** Grama, Lakshmi (NIH/NCI) [E]  
**Date:** Wed, 4 Dec 2019 17:14:31 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1863 bytes) , [text/html](#) (4 kB)

Are you or do you know an expert in digital communications accessibility? If so, we're looking for a Technical Information Specialist to facilitate National Cancer Institute's activities related to Section 508 compliance and the adoption of evolving accessibility standards.

The digital team at the National Cancer Institute, part of the National Institutes of Health, is a great place to work – we have a collaborative, user-focused team that works on projects designed to help people touched by cancer and the scientists and health care professionals that work to improve their lives.

USAJobs Postings:

MP - <https://www.usajobs.gov/GetJob/ViewDetails/552950400>

DE - <https://www.usajobs.gov/GetJob/ViewDetails/552949200>

Thanks for sharing!

Lakshmi

**Lakshmi M. Grama, MA, MLS**  
**Associate Director**  
**Office of Dissemination and Digital Communications**  
**Office of Communications and Public Liaison**  
**National Cancer Institute, NIH**  
**240-276-6569**

---

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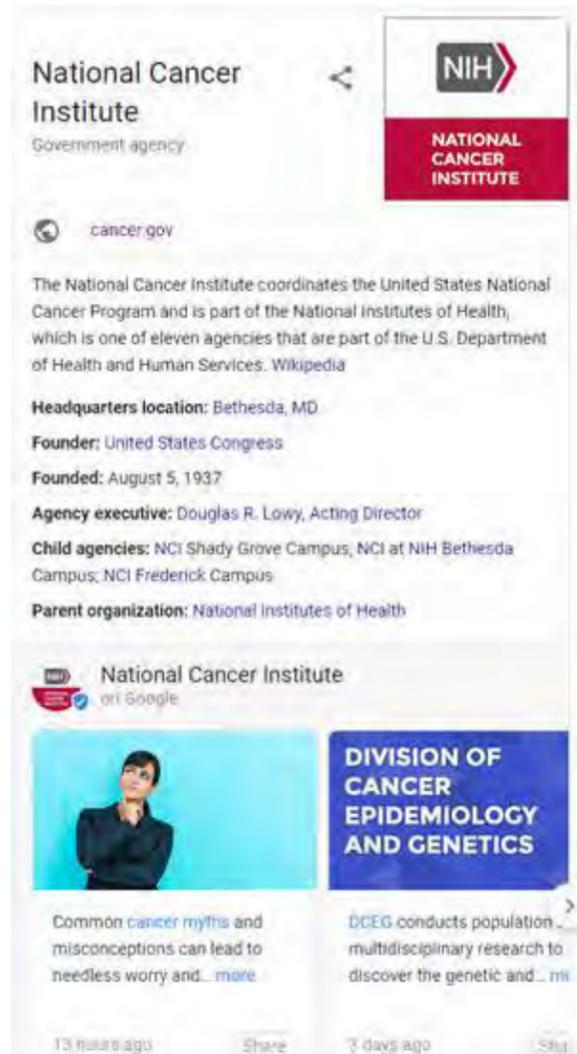
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**Subject:** [Re: SEO and Google Search Panel](#)  
**From:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>  
**Reply To:** Grama, Lakshmi (NIH/NCI) [E]  
**Date:** Wed, 4 Dec 2019 19:30:42 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (5 kB) , [text/html](#) (12 kB) , [image004.jpg](#) (29 kB) , [image005.png](#) (236 kB) , [image006.png](#) (142 kB) , [image007.png](#) (8 kB)

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**From:** Sert, Yalcin <000004c3c67f2875-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, November 26, 2019 11:01 AM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] SEO and Google Search Panel

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Happy Thanksgiving – Yalcin

**M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>  
 Sr Web Solutions Architect | Customer Experience Office  
 Federal Student Aid | [StudentAid.gov](#)  
 830 First Street NE, Washington, DC 20202  
 Office: (202) 377-4849 | UCP-111B4

**From:** Young Craig C <000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, July 2, 2019 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)  
**Subject:** Re: [CONTENT-MANAGERS-L] SEO Tools

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**From:** Pope, Blaine Menelik <000005288602f74d-dmarc-request@LISTSERV.GSA.GOV>  
**Sent:** Tuesday, July 02, 2019 11:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools



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Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](#)  
National Endowment for the Humanities  
Office of Communications  
400 7<sup>th</sup> Street SW  
Washington, D.C. 20024  
(202) 606-8610 | [bpope@neh.gov](mailto:bpope@neh.gov)



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## National Cancer Institute

Government agency

[cancer.gov](https://cancer.gov)

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**Headquarters location:** Bethesda, MD

**Founder:** United States Congress

**Founded:** August 5, 1937

**Agency executive:** Douglas R. Lowy, Acting Director

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CANCER  
INSTITUTE

 **National Cancer Institute**  
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Common cancer myths and misconceptions can lead to needless worry and... [more](#)

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Software company in Seattle, Washington

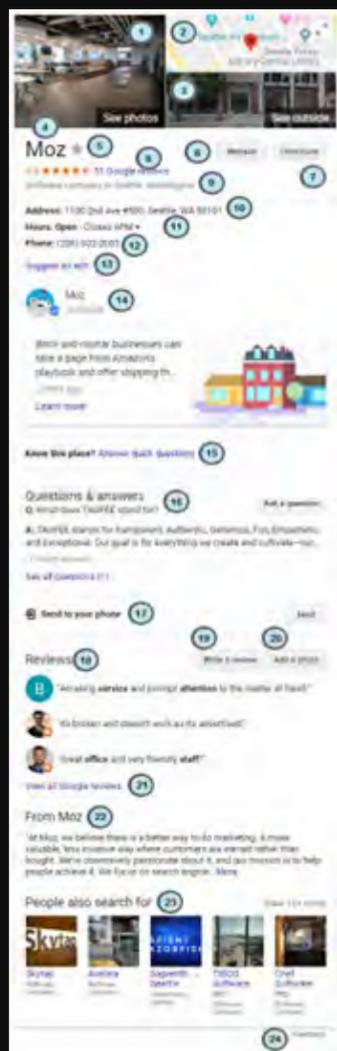
**Address:** 1100 2nd Ave #500, Seattle, WA 98101  
**Hours:** Open · Closes 6PM  
**Phone:** (206) 602-2005

**Questions & answers**  
Q: What does TAGFEE stand for?  
A: TAGFEE stands for transparent, Authentic, Generous, Fun, Empathetic, and Exceptional. Our goal is for everything we create and cultivate our...  
(1 more answer)  
[See all questions \(1\)](#)

**Reviews**  
"Amazing service and prompt attention to the matter at hand!"  
"Is broken and doesn't work as its advertised."  
"Great office and very friendly staff!"  
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**From Moz**  
"At Moz, we believe there is a better way to do marketing. A more valuable, less invasive way where customers are earned rather than bought. We're obsessively passionate about it, and our mission is to help people achieve it. We focus on search engine. More

**People also search for**  
Skytap Software Company  
Avatars Software Company  
CapientR Seattle Advertising Agency  
TIBCO Software Inc. Software Company  
Chief Software Inc. Software Company



**Subject:** [Re: SEO and Google Search Panel](#)  
**From:** Sarah Rodgers - QRBDB <sarah.rodgers@GSA.GOV>  
**Reply To:** Sarah Rodgers - QRBDB <sarah.rodgers@GSA.GOV>  
**Date:** Wed, 4 Dec 2019 15:40:03 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (7 kB) , [text/html](#) (14 kB) , [image004.jpg](#) (29 kB) , [image006.png](#) (142 kB) , [image007.png](#) (8 kB)

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Thanks!  
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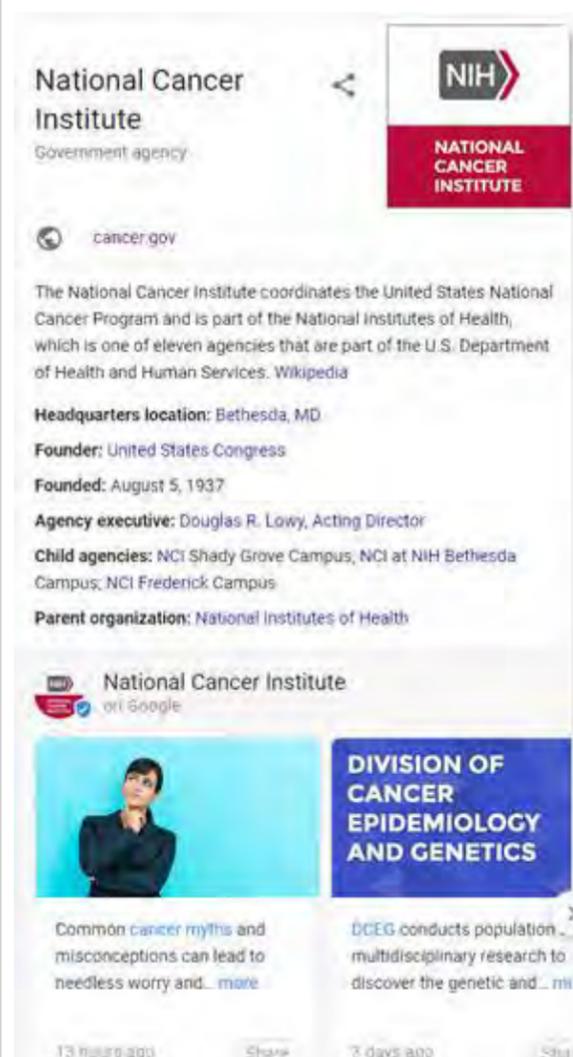
*Sarah Rodgers*  
 Business Management Specialist  
 Center for Charge Card Management (QRBDB)  
 Office of Professional Services and Human Capital Categories (PSHC)  
 Federal Acquisition Service, U.S. General Services Administration  
 Phone: 202-219-0528  
 Cell: (b) (6)  
[sarah.rodgers@gsa.gov](mailto:sarah.rodgers@gsa.gov)  
 Mon-Thur 7 am - 5:30 pm ET

GSA SmartPay Hotline: 703-605-2808 or [gsa\\_smartpay@gsa.gov](mailto:gsa_smartpay@gsa.gov)

***[Let me know how I'm doing!](#)***

On Wed, Dec 4, 2019 at 2:53 PM Grama, Lakshmi (NIH/NCI) [E] <[00000352b05eeb15-dmarc-request@listserv.gsa.gov](mailto:00000352b05eeb15-dmarc-request@listserv.gsa.gov)> wrote:

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**Sent:** Tuesday, November 26, 2019 11:01 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
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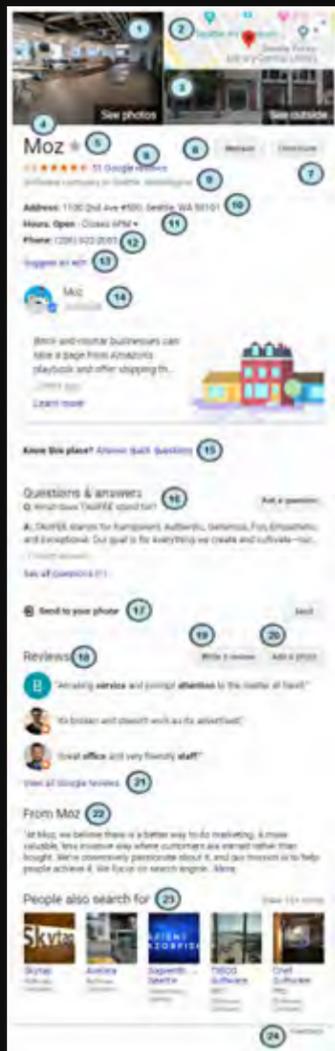
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13 hours ago Share

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CANCER  
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DCEG conducts population... multidisciplinary research to discover the genetic and... [mi](#)

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**Subject:** Re: SEO and Google Search Panel  
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>  
**Reply To:** Sert, Yalcin  
**Date:** Thu, 5 Dec 2019 15:50:59 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (9 kB) , [text/html](#) (26 kB) , [image001.jpg](#) (29 kB) , [image002.png](#) (142 kB) , [image003.png](#) (8 kB)

Hi Sarah,

I believe that depends on how your organization works but technically yes, as long as you have a website and verified organizational Google account, you can easily claim the knowledge panel. In some organizations I worked before, there was one central Google Analytics/Search SME managing all these, for some each office had their own SMEs. I suggest first check with the group managing your website, <https://smartpay.gsa.gov/>.

By the way, I recently learned that one can claim more than one Knowledge Panel as long as they can provide necessary document that would prove Google that you are **the official or highly related** to the **most representative entity** to the search keyword or phrase.

Good luck -- Yalcin

---

References:

- <https://support.google.com/knowledgepanel/answer/7534902?hl=en>
- <https://posts.withgoogle.com/>

**From:** Sarah Rodgers - QRBDB <sarah.rodgers@GSA.GOV>  
**Sent:** Wednesday, December 4, 2019 3:40 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** Re: [CONTENT-MANAGERS-L] SEO and Google Search Panel

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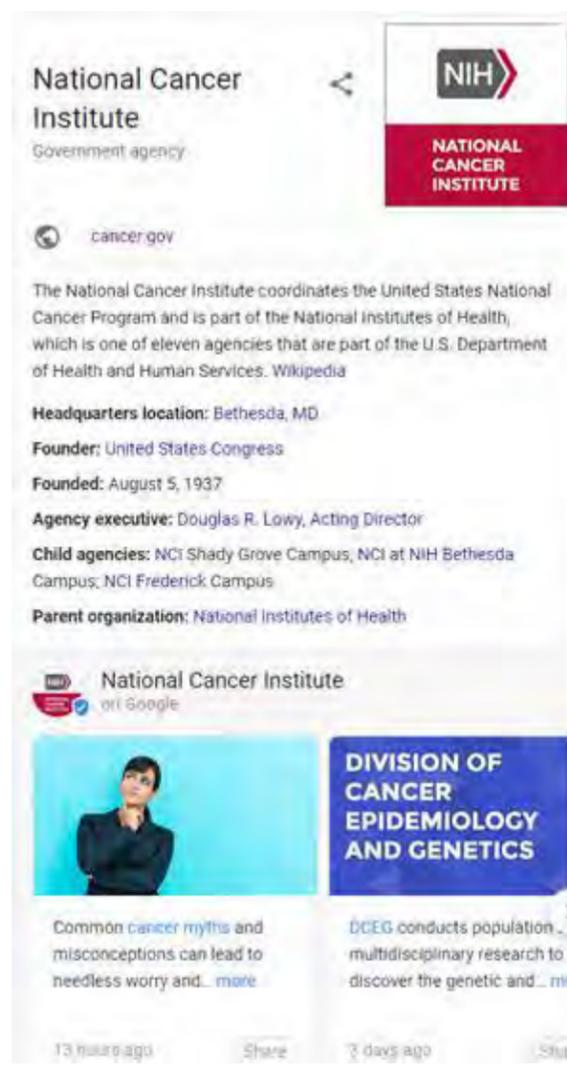
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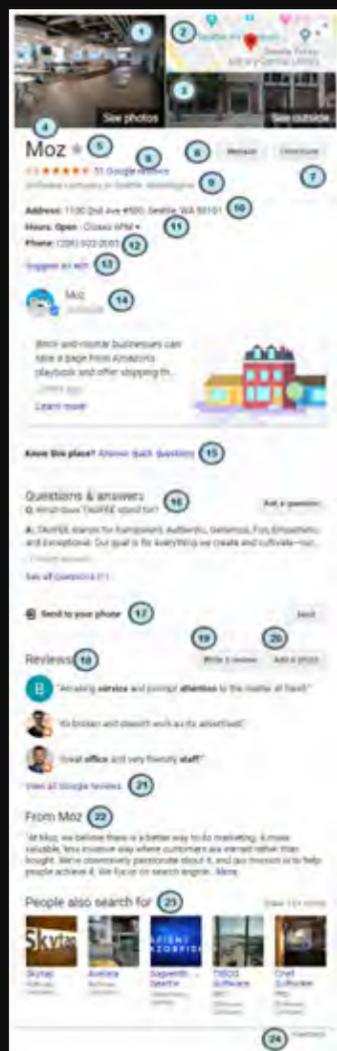
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DCEG conducts population... multidisciplinary research to discover the genetic and... [mi](#)

7 days ago Share



**Subject:** Re: SEO and Google Search Panel  
**From:** Sarah Rodgers - QRBDB <sarah.rodgers@GSA.GOV>  
**Reply To:** Sarah Rodgers - QRBDB <sarah.rodgers@GSA.GOV>  
**Date:** Thu, 5 Dec 2019 11:42:28 -0500  
**Content-Type:** multipart/related  
**Parts/Attachments:** text/plain (9 kB) , text/html (21 kB) , image001.jpg (29 kB) , image002.png (142 kB) , image003.png (8 kB)

This is most helpful. Thank you!

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**[Let me know how I'm doing!](#)**

On Thu, Dec 5, 2019 at 10:53 AM Sert, Yalcin <[Yalcin.Sert@ed.gov](mailto:Yalcin.Sert@ed.gov)> wrote:

Hi Sarah,

I believe that depends on how your organization works but technically yes, as long as you have a website and verified organizational Google account, you can easily claim the knowledge panel. In some organizations I worked before, there was one central Google Analytics/Search SME managing all these, for some each office had their own SMEs. I suggest first check with the group managing your website, <https://smartpay.gsa.gov/>.

By the way, I recently learned that one can claim more than one Knowledge Panel as long as they can provide necessary document that would prove Google that you are **the official or highly related** to the **most representative entity** to the search keyword or phrase.

Good luck -- Yalcin

References:

- <https://support.google.com/knowledgepanel/answer/7534902?hl=en>
- <https://posts.withgoogle.com/>

**From:** Sarah Rodgers - QRBDB <[sarah.rodgers@GSA.GOV](mailto:sarah.rodgers@GSA.GOV)>  
**Sent:** Wednesday, December 4, 2019 3:40 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] SEO and Google Search Panel

Do you know if this is limited to the agency level or can lower level offices /sub-agencies / programs use this as well?

For example our office manages the GSA SmartPay Program (government charge cards). Since there are quite a few commercial entities named SmartPay, we think this would be helpful to distinguish us. I see GSA has a panel when I do a google search, but GSA SmartPay does not. Wondering if this is something available to us at our program level as well.

Thanks!

Sarah

*Sarah Rodgers*

Business Management Specialist  
 Center for Charge Card Management (QRBDB)  
 Office of Professional Services and Human Capital Categories (PSHC)  
 Federal Acquisition Service, U.S. General Services Administration  
 Phone: 202-219-0528

Cell: (b) (6)

[sarah.rodgers@gsa.gov](mailto:sarah.rodgers@gsa.gov)

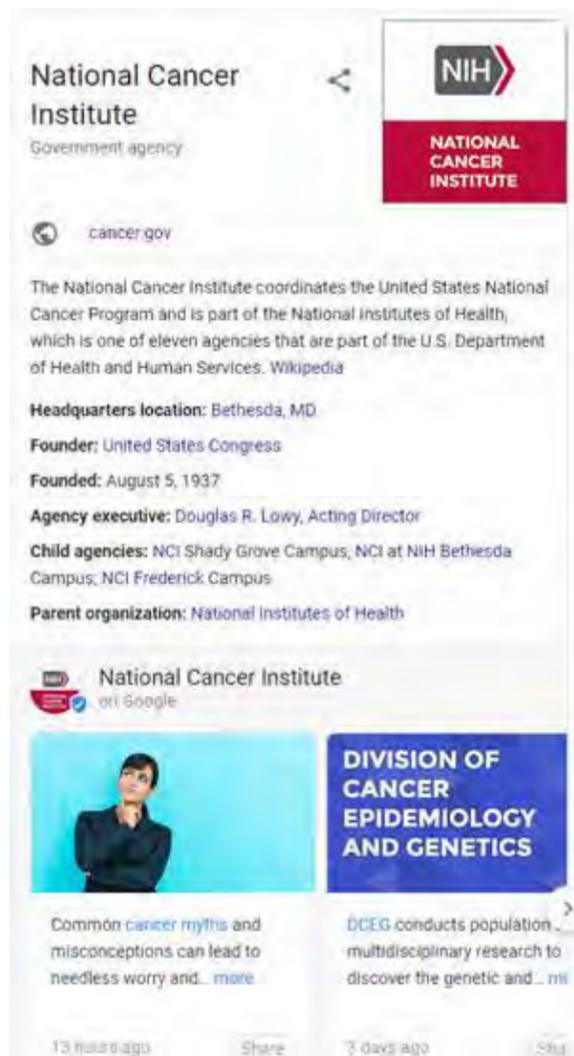
Mon-Thur 7 am - 5:30 pm ET

GSA SmartPay Hotline: 703-605-2808 or [gsa\\_smartpay@gsa.gov](mailto:gsa_smartpay@gsa.gov)

**Let me know how I'm doing!**

On Wed, Dec 4, 2019 at 2:53 PM Grama, Lakshmi (NIH/NCI) [E] <[00000352b05eeb15-dmarc-request@listserv.gsa.gov](mailto:00000352b05eeb15-dmarc-request@listserv.gsa.gov)> wrote:

Several agencies, including NCI participated in a partnership with Google to leverage the Google Knowledge Panel recently - including claiming the panel and using Google posts to share content and to post our Profiles – try searching for National Cancer Institute to see the results. Happy to share our experience with folks on this list.



**From:** Sert, Yalcin <[000004c3c67f2875-dmarc-request@LISTSERV.GSA.GOV](mailto:000004c3c67f2875-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, November 26, 2019 11:01 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] SEO and Google Search Panel

Hi,

Somewhat related to SEO Tools discussion, I am planning on claiming [Google Knowledge Panel](#) ownership: the little box on the right side of the Google Search Results, possibly worth a million dollar paid advertisement. Organizations can have full or somewhat partial [control over 24 features](#) with Knowledge Panel on search results pages. Many SEO experts mention that it is one of good [SEO strategy element](#) with following organizational benefits:

**Increases Visibility, Establishes Authority, Gain Higher User Engagement and Promote Social Media Channels and Events**

During my research, I was surprised that I did not see many federal government agencies (and even many big corporations) taking advantage of these while they care about SEO and invest lots of money for it. I know almost all agencies use Google Analytics ([Digital Analytics Program @Digital.gov](#)), some use [Google Search Console](#) but do any of your organizations claimed and use Google Knowledge Panel related to your organizations and



programs, etc.? And what you think of it?

Happy Thanksgiving – Yalcin

**M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CDSP, MS<sup>3</sup>

Sr Web Solutions Architect | Customer Experience Office

Federal Student Aid | [StudentAid.gov](https://studentaid.gov)

830 First Street NE, Washington, DC 20202  
Office: (202) 377-4849 | UCP-111B4




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**From:** Young Craig C <[000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV](mailto:000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, July 2, 2019 3:58 PM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** Re: [CONTENT-MANAGERS-L] SEO Tools

Try using Google Search Console as a start. It's free.

It's not amazing like the paid products, but it'll help with some things...backlinks, broken links.

After years of not paying attention to it, Google seems to be revisiting and updating it (slowly).

---

**From:** Pope, Blaine Menelik <[000005288602f74d-dmarc-request@LISTSERV.GSA.GOV](mailto:000005288602f74d-dmarc-request@LISTSERV.GSA.GOV)>  
**Sent:** Tuesday, July 02, 2019 11:32 AM  
**To:** [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
**Subject:** [CONTENT-MANAGERS-L] SEO Tools

Hello All,

Does anyone use a product like SEMrush that finds broken links, reviews metadata, backlinks, and helps with keywords? We've had no luck getting a TOS with SEMrush, Screaming Frog or Ahrefs. Wondering if there are other alternatives.

Thanks for any input

Blaine Menelik Pope | Web Manager | [NEH](https://www.neh.gov)

National Endowment for the Humanities

Office of Communications

400 7<sup>th</sup> Street SW

Washington, D.C. 20024

(202) 606-8610 | [bpope@neh.gov](mailto:bpope@neh.gov)




---

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## National Cancer Institute

Government agency

[cancer.gov](https://cancer.gov)

The National Cancer Institute coordinates the United States National Cancer Program and is part of the National Institutes of Health, which is one of eleven agencies that are part of the U.S. Department of Health and Human Services. [Wikipedia](#)

**Headquarters location:** Bethesda, MD

**Founder:** United States Congress

**Founded:** August 5, 1937

**Agency executive:** Douglas R. Lowy, Acting Director

**Child agencies:** NCI Shady Grove Campus, NCI at NIH Bethesda Campus, NCI Frederick Campus

**Parent organization:** National Institutes of Health



NATIONAL  
CANCER  
INSTITUTE

 **National Cancer Institute**  
on Google



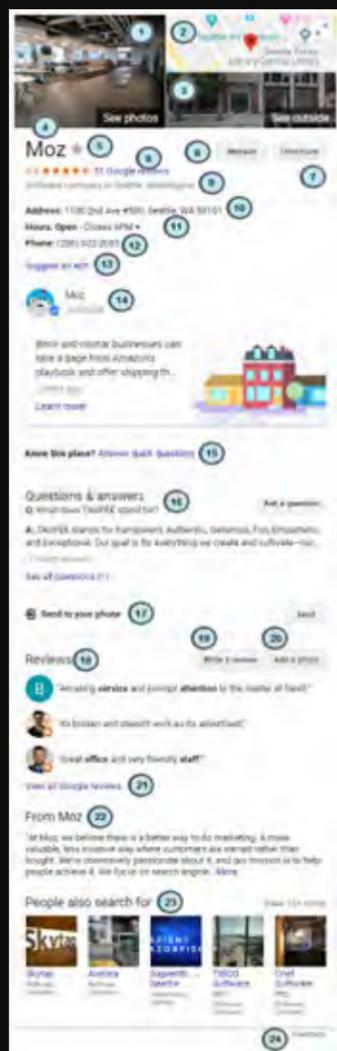
Common cancer myths and misconceptions can lead to needless worry and... [more](#)

13 hours ago Share

DIVISION OF  
CANCER  
EPIDEMIOLOGY  
AND GENETICS

DCEG conducts population... multidisciplinary research to discover the genetic and... [mi](#)

7 days ago Share



Subject: [Re: Video hosting/management](#)  
From: (b) (7)(C), (b) (6) SCIS.DHS.GOV>  
Reply To:  
Date: Thu, 5 Dec 2019 17:46:24 +0000  
Content-Type: multipart/alternative  
Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (15 kB)

Well, since the list server decided to resend my message twice more, I'll take the opportunity to issue a correction to my claim that we embed everything.

We don't.

Rather, there's a mix of linking to our videos on YouTube, embedding from YouTube, and using our old JW player.

But DHS is building a central media platform that we'll soon be using, so that'll become the default even as we share videos on YouTube as a secondary location.

(b) (7)(C), (b) (6)

Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

---

From: (b) (7)(C), (b) (6) <00000148e20e55c9-dmarc-request@LISTSERV.GSA.GOV>  
Sent: Tuesday, December 3, 2019 1:40 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: Re: [CONTENT-MANAGERS-L] Video hosting/management

Agreed 100%.

We post videos to YouTube and embed from there into our site.

Huge user volume (raising the possibility you show up in searches for other stuff), playlists, good captioning capabilities, special features for gov't accounts like only linking to our own videos on the right side of each video viewing page, etc.

(b) (7)(C), (b) (6)

Acting Chief, Digital Services Division  
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services  
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)  
USCIS - website: <https://uscis.gov> | Facebook: <http://facebook.com/uscis> | Twitter: <http://twitter.com/uscis> |  
Instagram: <https://www.instagram.com/uscis> | YouTube: <https://youtube.com/uscis> | LinkedIn: <https://www.linkedin.com/company/uscis>  
USCIS Español - Website: <https://uscis.gov/es>

On Dec 3, 2019, at 12:38 PM, Young Craig C <[000004cf33e0b723-dmarc-request@listserv.gsa.gov](mailto:000004cf33e0b723-dmarc-request@listserv.gsa.gov)> wrote:

YouTube. It's the [number 2 site on Alexa](#) for a reason.

Even if you don't prefer it, your content really needs to be there.

Are you currently embedding your videos with relevant content on your site or just directing people to Vimeo?

**Craig C. Young**  
Management and Program Analyst  
Online Engagement, Operations and Media  
Office of Online Services (OLS) | SE:OLS:OEOM:MED  
D: NCFB C-462  
P: 240-613-9712  
M: (b) (6)  
E: [craig.c.young@irs.gov](mailto:craig.c.young@irs.gov)

---

From: (b) (6) <(b) (6) AZWIFA.GOV>  
Sent: Tuesday, December 03, 2019 11:20 AM  
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV)  
Subject: [CONTENT-MANAGERS-L] Video hosting/management

Hi Everyone,

I wanted to reach out and see what everyone prefers to use for video hosting products (ideally what's the best-featured products with no cost). We're a smaller agency and don't create much video content, but I'm looking for somewhere to host webinar videos, recorded workshops, training/walkthroughs, etc.). Right now we have some things on Vimeo, but I feel like their free plan lacks some features. I'm thinking that switching to youtube may be the best bet.

I look forward to hearing about your experiences, and thanks in advance for your insight!

Sincerely,

(b) (6)  
s Director  
Water Infrastructure Finance Authority of Az.  
100 N. 7th Ave. Suite 130 Phoenix, AZ 85007  
Direct: (b) (6) | email: (b) (6) [azwifa.gov](mailto:(b) (6)@azwifa.gov)  
[www.azwifa.gov](http://www.azwifa.gov)

---

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**Subject:** [Checklist of Requirements for Federal Websites and Digital Services - what do you use?](#)  
**From:** "Edillon, Terri" <tedillon@NSF.GOV>  
**Reply To:** Edillon, Terri  
**Date:** Tue, 10 Dec 2019 14:23:57 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1590 bytes) , [text/html](#) (4 kB)

Hi Everyone,

I am looking for a checklist of federal requirements that you all may use for your websites or applications. I'd like to show how non-compliant some of our sites are to management (eek!) and think a visual checklist would help!

I am aware of this DigitalGov page: <https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/>, but am looking for something that anyone might already use.

Thanks in advance! Terri

-----  
TERRI EDILLON  
Communications Specialist  
NSF Office of Polar Programs  
Office: 703.292.7521 | Mobile: (b) (6)  
-----

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** [Seeking Your Input on Digital Forms Building Experience](#)  
**From:** "U.S. Web Design System" <uswds@GSA.GOV>  
**Reply To:** U.S. Web Design System  
**Date:** Tue, 10 Dec 2019 07:33:41 -0800  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (2246 bytes) , [text/html](#) (5 kB)

Hello Everyone,

10x, an innovation program within GSA, is partnering with the U.S. Web Design System (USWDS) to better understand how folks like you are building digital forms and we would really appreciate your help. We're conducting a survey as part of our research into the digital forms-building experience and hope you'll consider participating.

**We are currently looking for survey participants who are federal employees and have some experience in converting paper-based forms to digital — whether you're using USWDS or not.** Your responses will help us better understand and meet the needs of stakeholders and technologists who are creating digital forms, and influence how the USWDS forms components and guidance can improve that experience.

We hope you'll consider filling out a brief survey. We know how valuable your time is, and we've clocked the survey at under five (5) minutes for the average participant, and roughly eight (8) minutes for folks with lots to say. We'll be turning off the survey at 5 p.m. EST on Thursday, December 19. The link is:

[https://feedback.gsa.gov/jfe/form/SV\\_2uDOkx0296gN9Qx](https://feedback.gsa.gov/jfe/form/SV_2uDOkx0296gN9Qx)

Thank you for considering. We look forward to learning from this community!

USWDS and 10x Teams

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**Subject:** [USWDS December Monthly Call](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Tue, 10 Dec 2019 11:24:00 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2900 bytes) , [text/html](#) (18 kB)

Hello!

Join us, Thursday, December 19 from 2:30 p.m. to 3:30 p.m. ET/ 11:30 a.m. to Noon PT, as Dan Williams, [the U.S. Web Design System](#) (USWDS) product lead, closes out 2019 by answering the hardest and most commonly questions received about the design system over the past year.

Come prepared to learn more about the design system and how our team can help you achieve your design objectives in making your website more accessible, searchable and secure. Time will be allotted for more questions at the end of the session, so please register NOW at: <http://go.usa.gov/xppqU> to confirm your participation!

We look forward to you attending!

A video of each of these calls is available at [Digital.gov/events](#) shortly after the conclusion of the call. [Watch the video](#) from last month's call to learn more about USWDS to an existing site.

Connect with U.S. Web Design System:

- [Home Page for USWDS 2.0](#)
- [GitHub](#)
- [Slack](#)
- [Twitter](#)
- [Join our community](#)
- [Email Us](#)

We look forward to you attending!



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**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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**Subject:** Re: [U.S. Web Design System] [CONTENT-MANAGERS-L] Checklist of Requirements for Federal Websites and Digital Services - what do you use?  
**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Reply To:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>  
**Date:** Wed, 11 Dec 2019 09:58:35 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** text/plain (3117 bytes) , text/html (6 kB)

Terri,

Tori Garten, chief of the New Media and Web Policy Branch at the NIAID/NIH/HHS, recently hosted a DigitalGov University [webinar on federal requirements for digital websites](#).

She shares some specifics on the template they use at NIAID at about [minute 30:28](#).

Ammie



**U.S. General Services Administration**

**Ammie Farraj Feijoo**  
Technology Transformation Services  
202-394-3670

On Tue, Dec 10, 2019 at 9:30 AM 'Edillon, Terri' via U.S. Web Design System <[uswds@gsa.gov](mailto:uswds@gsa.gov)> wrote:

Hi Everyone,

I am looking for a checklist of federal requirements that you all may use for your websites or applications. I'd like to show how non-compliant some of our sites are to management (eek!) and think a visual checklist would help!

I am aware of this DigitalGov page: <https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/>, but am looking for something that anyone might already use.

Thanks in advance! Terri

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**TERRI EDILLON**

Communications Specialist

NSF Office of Polar Programs

Office: 703.292.7521 | Mobile: (b) (6)

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**Subject:** [Re: \[U.S. Web Design System\] \[CONTENT-MANAGERS-L\] Checklist of Requirements for Federal Websites and Digital Services - what do you use?](#)  
**From:** "Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>  
**Reply To:** Garten, Tori (NIH/NIAID) [E]  
**Date:** Wed, 11 Dec 2019 15:32:27 +0000  
**Content-Type:** multipart/mixed  
**Parts/Attachments:** [text/plain](#) (6 kB) , [text/html](#) (13 kB) , [Policy\\_ContentEntryFormTEMPLATE.docx](#) (35 kB) , [NIAID-DigitalServicesSelfAuditComplianceTracker.xlsx](#) (59 kB)

Hello Terri!

To follow-up on Ammie's email – We've been working on creating a checklist for ourselves to more easily audit sites and it turned into quite the project! Attached is our spreadsheet we've been working through. We examined all the policies we could find on digital.gov plus HHS and NIH (we are one of the Institutes of NIH) along with any of the best practices we've been implementing on our site. Some policies we did not keep on this version of the checklist that seemed to apply to an "Agency" or Cabinet-level site – like HHS. We are currently writing digestible versions of the policies using a content entry form for consistency so we can more easily share with content owners, staff who come to us requesting a new site, or with sites that already exist through some external contract in support of a scientific function. We took a stab at identifying what is critical, major and average, as we thought if we came at people with this large spreadsheet, they would just turn and run. Our thinking is that with the average items, if a site is compliant with say 80% then we're good, if they are not compliant with 80% (and right now I'm making up that number) then the site will have problems. I left in the links, you may not be able to access our Intranet (and that is all the content we are updating anyways). As we are working through our policy documentation we are finding we may have to go back and adjust the spreadsheet. We hope to get the spreadsheet to a simplified and yet still useable version in the coming year.

All that being said I've attached the spreadsheet and the content entry form.

Enjoy!  
Tori Garten

**From:** Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>

**Sent:** Wednesday, December 11, 2019 9:59 AM

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**Subject:** Re: [CONTENT-MANAGERS-L] [U.S. Web Design System] [CONTENT-MANAGERS-L] Checklist of Requirements for Federal Websites and Digital Services - what do you use?

Terri,

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Ammie



**U.S. General Services Administration**

**Ammie Farraj Feijoo** Technology Transformation Services 202-394-3670

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Thanks in advance! Terri

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TERRI EDILLON

Communications Specialist

NSF Office of Polar Programs

Office: 703.292.7521 | Mobile: (b) (6)

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# Content Entry Form

## Digital Websites and Services Policies

(guidelines, rules, standards, processes, governances)

---

### Policy Name

### Meta Data

#### Content Owner(s)

#### Sponsoring Organization

### IVN Classification

What part(s) of the Intranet does the policy “live”

- Managing NIAID Web Properties
- Editorial Standards
- Email, Newsletters, & GovDelivery
- NIAID Branding, Logo Use, & Templates
- Photos, Videos, & Graphics
- Publicity, Advertising, & Recruitment
- Social Media
- External Web & Mobile Applications
- Section 508

### IDS Checklist Categories

What digital services categories does the policy pertain to?

- Accessibility
- Analytics & Usability
- Branding & Design
- Content
- Technology & Security
- Social Media

### Digital Service Type

What type(s) of digital site(s) or service(s) does the policy govern?

- NIAID Public Website
- NIAID Intranet, Inside NIAID
- External Websites and Applications Managed by NIAID

- External Websites and Application Managed by Contractor
- Internal Websites and Applications
- Extranets – Front page public with sign-in for more stuff

## Key Words

A list of key words that someone may use to search for this resource.

Head shots, bio, biography, portrait

## Who Will Use this Policy? (Audience)

Please note who will use this policy. More than one may be selected and if the audience is not on this list, please add it.

- NIAID – Content Owners, Contributors, Sponsors, CORS (?)
- OCGR
- NMWPB
- OCICB
- External Contractors

## Page Content

### Description

Briefly describe the policy and why it's necessary (rationale).

### What do I need to do to comply?

### What documentation do I need to submit?

### If I cannot comply, what qualifies as an acceptable remediation plan?

### How do I submit my documentation?

### Who can I contact with questions?

## Examples

## Exemptions

If exemptions are possible, list what qualifies, how to request, who must approve

## Source Documentation and Further Reading

List links to the source documentation on HHS, NIH, NIAID, etc.

## Related Resources

List other related policies or content.

# NIAID Website Self Audit Compliance Tracker

## NIAID Website Self Audit Compliance Tracker

### Instructions & Definitions

---

#### Instructions

Follow the steps below to complete this form. As you go through the document, the fields th

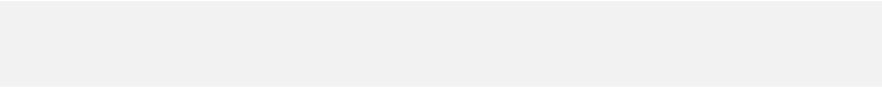
#### Steps

Step 1	<a href="#">Fill out the Basic Information tab</a>
Step 2	<a href="#">Do you have Concept Clearance for your site? Review the Concept Clearance tab for more information.</a>
Step 3	Complete the audit using the tabs in this spreadsheet: <a href="#">Accessibility</a> <a href="#">Analytics &amp; Usability</a> <a href="#">Branding &amp; Design</a> <a href="#">Content</a> <a href="#">Technology &amp; Security</a> <a href="#">Social Media</a>
Step 4	Submit the completed audit to NIAID Project Manager

#### Definitions

Rating	Definition
Critical	These policies are critical because they are Federal law and/or put NIAID at major risk and impact NIAID credibility and/or public trust. Your site will not pass this audit if you are not in compliance with the policies labeled critical.
Major	These policies are categorized at major because non-compliance will create significant barriers to users obtaining their goal. These issues are not critical, but they do have significant impact on users or are important based on community consensus.
Average	These policies are categorized as average because they are important but may have isolated impact and/or may have workarounds. Most issues are considered average.

# NIAID Website Self Audit Compliance Tracker



at you should focus on are highlighted in the same manner as Column C he

**Use the drop downs below to select the status of your self audit:**

Select complete or incomplete

Select yes or no from the drop down

- Select complete or incomplete

---

## Example

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For example: Security, 508

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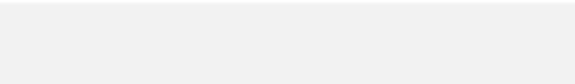
For example: Does the site utilize Analytics tracking

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For example: Lists: Bulleted vs. Numbered

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# NIAID Website Selt Audit Compliance Tracker



re.

If your answer is NO, please DO NOT procede to step 3. Contact NIAID Project Manager.

# NIAID Website Selt Audit Compliance Tracker



# NIAID Digital Service Self

## Your website's Basic Information

### Digital Service/Website/Project Name

URL (if known)
Federal Business Sponsor
NIAID COR
Contract #
Business Owner Name
Business Owner Email
Business Owner Phone Number
Business Purpose
Goals
Primary Audience
Secondary Audience
Public/Not Public
Hosting
Technology/Platform
Integration with Other Systems
Login Required
NMWPB assistance
Launch Date (if not live)

Concept Clearance Approval
Compliance Performance Score
Your NIAID Project Manager
PM's email
PM's phone







# NIAID Digital Service

## Accessibility

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Topic	Rating
Section 508/WCAG	Critical
Section 508/WCAG	Critical

**Section 508/WCAG**

**Critical**

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# e Self Audit Compliance Tracker

**Background:** In 1998, Congress amended the Rehabilitation Act of 1973 to require Federal agency information technology (EIT) accessible to people with disabilities. The law (29 U.S.C § 794 (d)) applies to the development, procurement, maintain, or use electronic and information technology. Under Section 508, agencies must give people with disabilities access to information comparable to the access available to others.

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## Compliance Question

**Does your site pass 508 guidelines noted in the NIAID policy guidance?**

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

**Define for new things launching versus redesigns, vs. existing.**

**If your site had PDFs or documents, do they pass 508 guidelines noted in the NIAID policy guidance?**

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

### **Do you require an exemption?**

While all electronic and information technology products, including websites and digital services must comply with Section 508 regulations, occasionally exceptions can be made. Contact NIAID Project Manager regarding all 508 exemptions requests. You can review the NIH Accommodation Process and the HHS Guidelines for Determining the Suitability of an Accessibility Accommodation process. The link is found in Additional Information in column I.

Accommodations may be considered for the following:

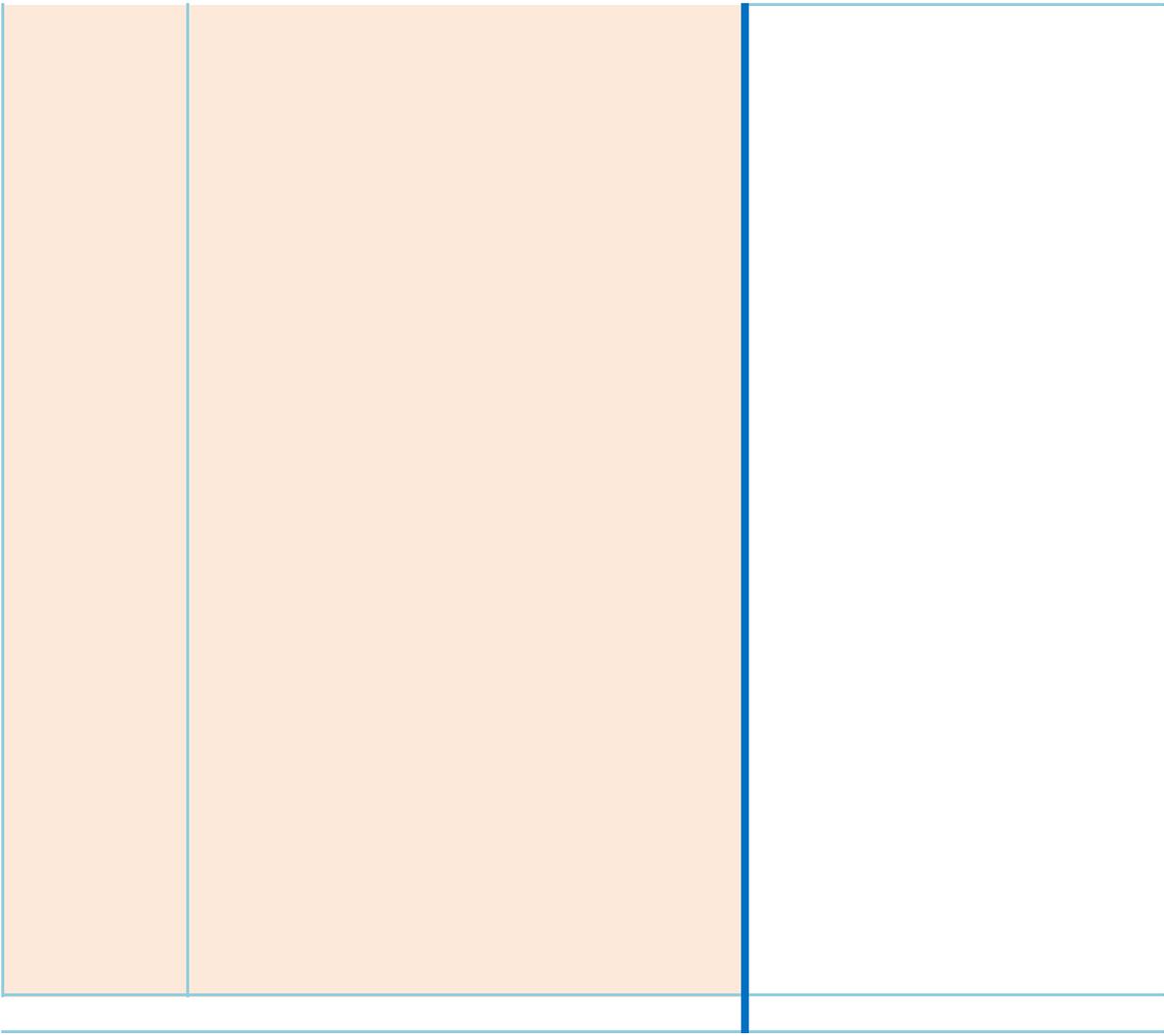
- Excel computational spread sheets containing program modules and macros developed to perform automated analysis or to draw in data sets from external or legacy databases.
- Password-protected sites
- Third-party licensed PDF documents from medical and scientific journals (and conference proceeding documents)(if no-cost accessible versions cannot be linked to elsewhere on the Web)
- Multilingual PDF documents using non-Western characters
- Complex images and PDF tables, including static images and those supported and detailed narratives
- Complex math, physics, and chemical notations
- Large or complex tables, given a waiver based on consideration of importance of the document, size and nature of intended audience, expectation that disabled persons would need access, complexity of the table, size of the table
- Complex dynamic visualizations, including: medical diagnostic and research imaging technologies, 3d-models, CAD, virtual environments
- Scanned written or poor quality historical publications/materials scanned to a digital archive
- Archived legacy files
- Translated files (presented in a language other than English).

Review this statement (note that this is included in my new iteration of the policy)



encies to make their electronic and information  
all Federal agencies when they develop, procure,  
ve disabled employees and members of the public access

		<b>Additional Information:</b>
<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	<b>NIAID Policy</b>
		<a href="http://inside.niaid.nih.gov/topic/communications/web/508/Pages/htmlvalidation.aspx">http://inside.niaid.nih.gov/topic/communications/web/508/Pages/htmlvalidation.aspx</a>
		<a href="http://inside.niaid.nih.gov/topic/communications/web/508/Pages/PDFvalidation.aspx">http://inside.niaid.nih.gov/topic/communications/web/508/Pages/PDFvalidation.aspx</a>



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**HHS Policy**

<https://www.hhs.gov/web/section-508/index.html>

**Federal/Other Policy**

<https://www.section508.gov/manager/laws-and-policies>

**IDEA Act**

Section 3.a.1

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<https://www.hhs.gov/web/section-508/index.html>

<https://www.section508.gov/manager/laws-and-policies>

Section 3.a.1

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<https://www.hhs.gov/web/section-508/accessibility-accomodation/index.html> <https://ocio.nih.gov/ITGovPolicy/NIH508/Pages/AccommodationProcess.aspx> Section 3.a.1

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# NIAID Digital Service

## Analytics & Usability

Topic	Rating
Analytics Tracking	Major
Paperwork Reduction Act (PRA)	Major
Usability Testing	Major
Usability Implementation	Average
NIAID Google Tag Manager	Average
Digital Analytics Program (DAP)	Average
Performance Measurement and Reporting	Average

# e Self Audit Compliance Tracker

## Compliance Question

### **Does your site have a web analytics tool in place to track data?**

You should understand your customer needs, set performance standards, collect and address customer feedback and use data to continuously improve your programs. NIAID recommends that you use Google Analytics.

### **Have PRAs been obtained where warranted?**

#### **Please provide a copy or a link to the documentation.**

Information you collect from the public should minimize burden and maximize public utility. You must get OMB approval before collecting information from the public via surveys, forms, etc., and include the OMB control number on the collection. Use OMB's Fast-Track PRA Review Process to speed the PRA approval process. Use digital processes (forms, filing, signatures, etc.) and deliver services via your customers' channel of choice (online, apps, etc.) whenever possible. Designate a single point of contact for small businesses, and post the contact information on your website.

### **Have you completed usability testing and/or created a plan to test for usability?**

Regularly evaluate all digital products for performance and cost effectiveness by collecting and acting on metrics and customer feedback, conducting usability testing, and measuring return on investment.

### **Are usability best practices being followed?**

Once you have done user testing, are you implementing what was learned?

### **Does your site use NIAID Google Tag Manager code?**

All sites that lives on the [niaid.nih.gov](http://niaid.nih.gov) domain, must implement the NIAID Google Tag Manager code. Sites may also maintain a separate GTM or GA instance if they would like separate tracking.

### **Has DAP code been added to the site?**

All agencies must participate in the General Service Administration's (GSA) Digital Analytics Program (DAP) and deploy the DAP tracking code on all public facing agency websites. The DAP provides agencies with free quantitative analytics to inform website management. Participation in the DAP does not preclude agencies from using other analytics programs.

### **Does this site have clearly documented goals and is there a plan in place for regularly monitoring performance and reporting it out?**

Regularly evaluate all digital products for performance and cost effectiveness by collecting and acting on metrics and customer feedback, conducting usability testing, and measuring return on investment. Establish performance measures to demonstrate mission achievement; Make your annual performance plans readily available to the public.

Once you have completed this audit, you can use your compliance score to track performance.



		<b>Additional Information:</b>
<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	
		<b>NIAID Policy</b> <a href="http://inside.niaid.nih.gov/topic/communications/web/Pages/report.aspx">http://inside.niaid.nih.gov/topic/communications/web/Pages/report.aspx</a>
		<a href="http://inside.niaid.nih.gov/topic/strategicplanning/Evaluation/PRA-OMB/Pages/default.aspx">http://inside.niaid.nih.gov/topic/strategicplanning/Evaluation/PRA-OMB/Pages/default.aspx</a>
		The Federal Policies are vague and buried within larger documents. We should write our own.
		The Federal Policies are vague and buried within larger documents. We should write our own.
		<a href="http://inside.niaid.nih.gov/topic/communications/web/Pages/report.aspx">http://inside.niaid.nih.gov/topic/communications/web/Pages/report.aspx</a>
		The Federal Policies are vague and buried within larger documents. We should write our own.

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**HHS Policy****Federal/Other Policy****IDEA Act**

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<https://digital.gov/resources/cheeklist-of-requirements-for-federal-digital-services/#analytics> Section 6.4

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<https://digital.gov/resources/cheeklist-of-requirements-for-federal-digital-services/#paperwork-reduction>

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<https://digital.gov/resources/cheeklist-of-requirements-for-federal-digital-services/#performance-measurement-and-reporting> Section 3.a.6  
Section 6.4

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<https://digital.gov/resources/cheeklist-of-requirements-for-federal-digital-services/#performance-measurement-and-reporting> Section 3.a.6  
Section 6.4

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<https://policy.cio.gov/web-policy/analytics>

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<https://digital.gov/resources/cheeklist-of-requirements-for-federal-digital-services/#performance-measurement-and-reporting> Section 6.1

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# NIAID Digital Service

## Branding & Design

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Topic	Rating
Product Identity	Major
Font Size and Typeface	Average
Standard Icons	Average
Head Shots & Portraits	Average
Image Quality	Average
Visited Links	Average

# e Self Audit Compliance Tracker

## Compliance Question

Is the site following the NIAID product identity policy?

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

Common user interface components and visual styles help create a seamless transition across an agency's websites and improve the ease with which the public can find information.

Does the site use the standard fonts identified in the NIAID font policy?

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

Does the site only use icons that are easily recognizable and follow the NIAID icon policy?

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

**If the site displays head shots, are they only display head shots of HHS leaders (Agency, OpDiv and StaffDiv heads)?**

HHS policy requires that only agency leaders may have head shots displayed on agency websites.

Does the site only use images when they communicate supplemental information or otherwise enhance understanding? Have you completed the digital image checklist for all images on the site? A link to the checklist is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

**Do all links, visited or unvisited, have an underline at all times except for those areas designated in the Exemptions section?**

Whether visited or unvisited, all links must be underlined at all times except for navigational elements of the site. Navigation is exempt from the link color and underline modifications. These areas include: main/primary navigation elements, their respective dropdown menus, left/local navigations, global navigations, tiles, buttons, and footer links. As navigational elements of the site, color/line modifications in these areas may become distracting, as well as unnecessary for users wishing to visit these areas.



		<b>Additional Information:</b>
<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	<b>NIAID Policy</b>
		<a href="http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx">http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx</a>
		<a href="http://inside.niaid.nih.gov/topic/communications/visual/Pages/fonts.aspx">http://inside.niaid.nih.gov/topic/communications/visual/Pages/fonts.aspx</a>
		<a href="http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/iconography.aspx">http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/iconography.aspx</a>
		<a href="http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/digitalImageChecklist.aspx">http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/digitalImageChecklist.aspx</a>

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**HHS Policy**

**Federal/Other Policy**

**IDEA Act**

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<https://policy.cio.gov/web-policy/look/>

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<https://webstandards.hhs.gov/standards/10>

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<https://webstandards.hhs.gov/standards/26>

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<https://webstandards.hhs.gov/standards/27>

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<https://webstandards.hhs.gov/standards/23>

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<https://webstandards.hhs.gov/standards/8>

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# NIAID Digital Service

## Content

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Topic	Rating
Required Links	Critical
FOIA	Critical
Privacy Policy	Critical
About	Critical
Prohibition on Advertising	Critical
Content Lifecycle	Major

<b>Customer Service</b>	Major
<b>Information Quality</b>	Major
	Average
<b>Keep Content Relevant</b>	
<b>Do Not Link to Political Sites</b>	Major
<b>Copyright</b>	Major
<b>Multilingual Websites</b>	Average
<b>Plain Writing</b>	Average
<b>Records Management</b>	Average

<b>Archive Outdated Content</b>	Average
<b>Page Ownership</b>	Average
<b>Soliciting Official Public Comment</b>	Average
<b>Mixed Case</b>	Average
<b>Link Quality</b>	Average
<b>Lists: Bulleted vs. Numbered</b>	Average
<b>Signatures</b>	Average

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# e Self Audit Compliance Tracker

## Compliance Statement

**Does your site have links to USA.gov, HHS, NIH and NIAID?**

Links to USA.gov, HHS, NIH and NIAID are required in the footer of the site.

**Does your site link to the NIAID FOIA page at <https://www.niaid.nih.gov/global/freedom-information-act>?**

**Does your site currently link to the NIAID or HHS privacy policy page?**

Your site must do **one** of the following:

- Include a link to the NIAID or HHS privacy policy page in the footer of all pages.
- Link to the to NIAID or HHS privacy policy from your privacy policy page. Your privacy policy page must be clearly linked to from all pages on your site, preferably from the footer. In your privacy policy, you must explain NIAID's legal authority for collecting personal data and how that data will be used and include instructions on how to opt-out of any Web tracking and measurement technologies used on the site. In addition, you must translate privacy policies into a standardized, machine-readable format (this is a line item in technology & security).

**Review this new compliance statement.**

**Does your website describe its goal and purpose, as well as its relationship to NIAID?**

Clearly and obviously describing the overarching goals, purpose, and mission of your website helps users understand what they can gain from accessing your information. Explaining your relationship to NIAID give users context and gives your site credibility.

**Review this compliance statement.**

**Does your site advertise for, or provide preferential treatment to, private individuals, firms, or corporations?**

Comply with existing laws that prohibit federal public websites from being used for direct or indirect lobbying. Consult your agency's legal staff for guidance to ensure that your site does not advertise for, nor provide preferential treatment to, private individuals, firms, or corporations.

**Does your site have a documented content lifecycle plan that follows NIAID guidance?**

**Do users have a way of contacting site owners?**

Understand the needs of your customers, collect and address customer feedback, and use data and feedback to continuously improve your programs. Ensure that information collected from the public minimizes burden and maximizes public utility. Use social media and other third-party platforms to listen to and serve customers. Secure OMB approval before collecting information from the public (surveys, forms, etc.), and include the OMB control number on the collection. Enable digital interactions with the public and deliver services via your customers' channel of choice.

**Does your site have content that has a sense of utility, objectivity, and integrity?**

Information published by an agency must convey a sense of utility, objectivity, and integrity which are defined in OMB's Information Quality Guidelines as:

Utility - The usefulness of the information to its intended users.

Objectivity - Whether the information is presented in an accurate, clear, complete, and unbiased manner.

Integrity - The security of the information from being altered, corrupted or falsified by unauthorized sources.

**Is your content reviewed regularly for relevance?**

**Web content must be reviewed regularly to ensure that it is relevant to 1) the users of the website and 2) the mission of the owning organization.**

**Is the site free of links to political party sites, candidate sites or PAC sites?**

You must not link to clearly partisan sites, including political party sites, candidate sites, or PAC sites. These include sites at xxx.senate.gov and xxx.house.gov, where xxx is an individual Senator or Representative.

**Do all images on your website meet the legal use criteria? If you use content copyrighted from another source, do you have permission?**

If your organization uses or duplicates private sector information, protect the property rights of the source. These protections apply to any material posted to federal public websites, such as documents, graphics, or audio files.

**If your site has foreign language content, is the link presented in that language?**

**Does your site's content adhere to the Plain Language Writing Act of 2010, which requires that federal agencies use clear government communication that the public can understand and use?**

The Plain Language checklist is linked to in additional information.

**Does your site comply with the HHS Web Records management for files related to the creation of the website?**

All Federal records on agency websites and third-party sites and applications must be properly managed. At a minimum, agencies must be able to identify, retrieve, and preserve Federal Agency records created and maintained on agency websites or third-party sites. These requirements apply until their business use has ended and the records are transferred to NARA or destroyed according to their disposition schedule. Agencies must also manage administrative records that provide evidence of how of their web and third-party programs are managed and operated. Agencies using third-party websites or services are responsible for managing and capturing Federal records created or received on those sites.

Is there a mechanism to archive outdated content per NIAID's policies?

A link to the guidelines is in additional information, or if you cannot access the NIAID intranet, please request the guidelines from NIAID Project Manager.

**Is it clear to the public who to contact about your site's content and does site management know who is the subject matter expert for each page of content?**

**If soliciting Official Public Comment, do you use formal means to gather input?**

A link to the HHS policy is in additional information. Follow official process for Public Comment.

**Does your site use mixed case when displaying continuous prose text?**

A link to the HHS policy is in additional information.

Your site must use mixed upper- and lower-case letters when displaying continuous prose text. This standard will apply to headlines, headers, and links, as well as the body of content. If a phrase is intended to attract the users attention, display the phrase in bold or italics. Only use these methods to emphasize one or two words, or a short phrase, because they slow reading performance when used for extended prose. They also cease being eye-catching.

**Does your site avoid the use of Click Here text in links?**

A link to the HHS policy is in additional information.

Your site must not use images alone as links. Links must be text. If an image is clickable, a text description must be used in addition to the image (along with the required alt tag). In that case, both the image and text must be clickable. When providing a list of links, you should provide context descriptions with each unless the context description indicates, in one sentence or phrase, what the user will find at the linked page.

**Does your site use lists in the way specified by HHS policy?**

A link to the HHS policy is in additional information.

Your site must use bulleted lists to present items of equal status or value, and numbered lists if a particular order to the items is warranted.

Does your site avoid displaying image versions of full signatures on any pages or documents on the site?

Images of an original official signature should not be displayed, especially on a publicly accessible website. The proper way to indicate an official signature for a document on a website (when there is a requirement that a signature be displayed) is the S-signature, a signature inserted between forward slash marks. See example below in the Requirements section.

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<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	<b>Remediation guidelines for new sites</b>

		Complete the plain language checklist.


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Remediation guidelines for existing sites	Additional Information:	
	NIAID Policy	HHS Policy
	<a href="http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx">http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx</a>	
	<a href="http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx">http://inside.niaid.nih.gov/topic/communications/visual/Pages/product-identity.aspx</a>	
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx</a>	
	The Federal Policies are vague and buried within larger documents. We should write our own.	
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publishing/Pages/WebContentLifecycleManagement.aspx">http://inside.niaid.nih.gov/topic/communications/web/publishing/Pages/WebContentLifecycleManagement.aspx</a>	

	<a href="https://webstandards.hhs.gov/standards/37">https://webstandards.hhs.gov/standards/37</a>
	<a href="https://webstandards.hhs.gov/standards/28">https://webstandards.hhs.gov/standards/28</a>
	<a href="http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/legaluse.aspx">http://inside.niaid.nih.gov/topic/communications/visual/image/Pages/legaluse.aspx</a>
	<a href="https://webstandards.hhs.gov/standards/13">https://webstandards.hhs.gov/standards/13</a>
Complete the plain language checklist.	<a href="http://inside.niaid.nih.gov/topic/communications/written/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/written/Pages/default.aspx</a>
	<a href="https://www.hhs.gov/web/policies-and-standards/web-policies/web-records/index.html">https://www.hhs.gov/web/policies-and-standards/web-policies/web-records/index.html</a>

	<a href="http://inside.niaid.nih.gov/topic/communications/web/publishing/Pages/WebContentLifecycleManagement.aspx">http://inside.niaid.nih.gov/topic/communications/web/publishing/Pages/WebContentLifecycleManagement.aspx</a>	<a href="https://webstandards.hhs.gov/standards/32">https://webstandards.hhs.gov/standards/32</a>
		<a href="https://webstandards.hhs.gov/standards/38">https://webstandards.hhs.gov/standards/38</a>
		<a href="https://webstandards.hhs.gov/standards/45">https://webstandards.hhs.gov/standards/45</a>
		<a href="https://webstandards.hhs.gov/standards/42">https://webstandards.hhs.gov/standards/42</a>
		<a href="https://webstandards.hhs.gov/standards/20">https://webstandards.hhs.gov/standards/20</a>
		<a href="https://webstandards.hhs.gov/standards/17">https://webstandards.hhs.gov/standards/17</a>
		<a href="https://webstandards.hhs.gov/standards/41">https://webstandards.hhs.gov/standards/41</a>



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## **Federal/Other Policy**

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#mandatory-content-incl-foia>

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#mandatory-content-incl-foia>

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#mandatory-content-incl-foia>

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#mandatory-content-incl-foia>

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#prohibition-on-advertising>

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<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#customer-service>

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<https://policy.cio.gov/web-policy/accuracy/>

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<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#copyright>

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[Plainlanguage.gov checklist](http://Plainlanguage.gov)

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<https://policy.cio.gov/web-policy/records/>

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**IDEA Act**



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Do we need to make it critical because its a law?

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Section 5

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# NIAID Digital Service

## Technology & Security

Topic	Rating
Domain Name - .GOV	Critical
Privacy Impact Assessment (PIA)	Critical
Machine-Readable Privacy Policy	Critical
Internal Search	Critical
Search Engines	Critical
Authority to Operate (Security)	Critical
Mobile/Device-Agnostic (Responsive Design)	Critical
HTTPS	Critical
IPV6	Critical
Page load time	Major

<b>Browsers</b>	Major
<b>Frames</b>	Average
<b>Test Servers</b>	Average
<b>404 Error Pages</b>	Average
<b>Home Page Link</b>	Average
<b>Lists: Open vs. Drop-Down</b>	Average
<b>Empty Pages</b>	Average
<b>Breadcrumbs</b>	Average
<b>Check Boxes</b>	Average
<b>On-Click Versus Hover</b>	Average
<b>Non-Government Information Disclaimer and External Link Icon</b>	Average
<b>Required Data Entry Fields</b>	Average

<b>Acknowledge User Submissions</b>	<b>Average</b>
-------------------------------------	----------------

# e Self Audit Compliance Tracker

## Compliance Statement

### **Does the site have a .gov URL or have an exception?**

Federal websites are required to be part of the .gov or .mil domain instills greater confidence in Federal Agency public websites and digital services.

### **Does your site have a Privacy Impact Assessment (PIA)?**

A privacy impact assessment (PIA) is a tool for identifying and assessing privacy risks throughout the development life cycle of a program or system.

### **If your site has its own privacy policy, is it machine-readable?**

If your site has its own privacy policy instead of linking to the NIAID or HHS privacy policy, it must be in a searchable, machine-readable format.

### **Does your site contain a search function that allows users to easily search?**

### **Is all content able to be indexed by commonly used commercial search engines?**

### **Does your site have an ATO (Authority to Operate) or a provisional ATO?**

### **Is your site readily available to the public regardless of device (responsive design)?**

Responsive design is defined as working on a variety of devices and browsers. For new websites and major website redesigns, agencies must ensure responsive design that allows users on non-desktop devices equivalent access to Government information.

### **Does your site have a secure (SSL) certificate and is it only accessible at https?**

The public expects Federal Government websites to be secure and their interactions with those websites to be private. OMB Memorandum M-15-13, Policy to Require Secure Connections across Federal Websites and Web Services, requires that all publicly accessible Federal websites and web services only provide service through a secure connection (HTTPS). 22 Unencrypted HTTP connections create a privacy vulnerability and can expose potentially sensitive information that is susceptible to interception, manipulation, and impersonation. This data can include browser identity, website content, search terms, and other user-submitted information.

### **Has your site upgraded public/external facing servers to use native IPv6?**

You are required to upgrade public/external facing servers and services to use native IPv6. You must also ensure that their procurements of networked information technology comply with Federal Acquisition Regulation (FAR) requirements<sup>41</sup> for use of the U.S. Government IPv6 Profile and Test Program for the completeness and quality of their IPv6 capabilities.

### **Does your site receive a Good or Excellent score on [testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)?**

**Does your site function on all major browsers in the latest version and the previous two versions?**

You must accommodate ninety-five percent of all users and ensure that all testing of a website is done using the most popular browsers. All public-facing websites should support the following browsers: IE 11, Chrome (latest), Edge (latest), Safari (latest), and Firefox (latest).

**Does your site avoid the use of frames?**

Your site should not use frames on its Web pages.

**Is your site developed on a test server or a password protected external server?**

All HHS content development must be hosted on a test server or on a password-protected part of an external server.

**Does your site have a friendly 404 error page?**

You must use a user-friendly error message for when the server can not find what was requested.

**Does your site have a link to the home page from every other page on the site?**

**Does your site display the appropriate choices of open versus drop-down lists according to HHS policy?**

Your site should use open lists i.e. items listed in full (i.e. items listed in full -see example) rather than drop-down lists to select one from many. However, if a list is long and requires scrolling to see in its entirety, (e.g. a list of states and territories), a drop-down list is acceptable. Drop down lists should be ordered logically (A to Z, etc.).

**Does your site avoid the use of empty pages or pages with under construction on them?**

New HHS websites, pages, revisions to page sections, or applications should not be "live", available to public access until cleared and ready for use. You must not post any pages containing an "under construction" or similar notice. A robots exclusion file should not be relied upon to prevent search engines from indexing files since not all search engines recognize them. An imprecise "Check back soon" notice only adds to user frustration.

**Does your site use breadcrumbs to help orient the user as to where they are in the site?**

HHS recommends the use of breadcrumbs on all pages.

**Does your site use check boxes when more than one choice is applicable?**

You must use a check box control to allow users to select two or more items from a list of possible choices. In addition, a control that allows users to clear checked box selections must also be provided. Also, users should be able to select an option by clicking on either the box itself or its label.

**Does your site avoid the use of hover actions so that users have the same experience across all devices?**

**Do you disclaim information for non-government sites and show an icon that tells users that they are leaving your site?**

Your site must indicate to users when a link will take them to a website that is not sponsored, hosted or managed by one or more federal government entities by using a standard external link icon.

**Does your site visually distinguish required data entry fields with an asterisk, a label or a required grouping?**

You must clearly and consistently distinguish required data entry fields from optional data entry fields.

**Does your site acknowledge user submissions with a thank you message?**

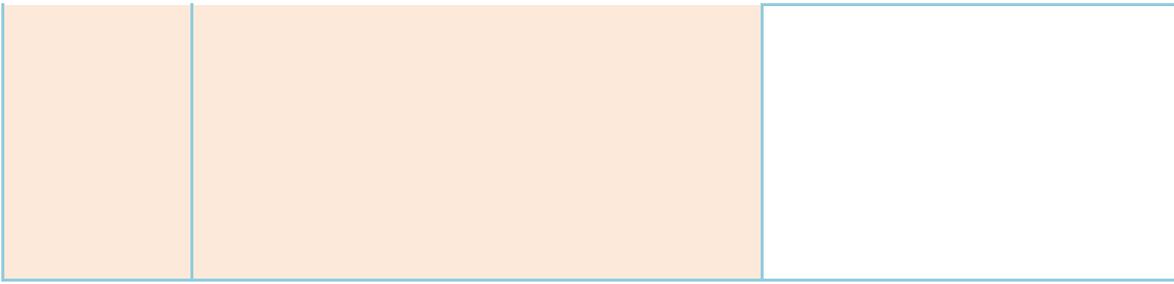
You should acknowledge with an automated response whenever a user submits either a completed form or an email. The thank you message should be tailored to the specific submission (e.g., if users submit feedback, the message should thank them for their feedback). When possible, next steps or expectations should be addressed as well. Visitors should be given the option of closing the message and returning to the page they were on prior to submitting the feedback or email.



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<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	<b>Remediation guidelines for new sites</b>
		New site cannot go live until they are on a .gov or have an exception in place.
		For new websites and major website redesigns, agencies must ensure responsive design that allows users on non-desktop devices equivalent access to Government information.







<b>Remediation guidelines for existing sites</b>	<b>Additional Information:</b>	
	NIAID Policy	HHS Policy
Existing sites must have a plan to migrate to a .gov within 6 months.	<a href="http://inside.niaid.nih.gov/topic/communications/written/writing/links/Pages/URLChanges.aspx">http://inside.niaid.nih.gov/topic/communications/written/writing/links/Pages/URLChanges.aspx</a>	
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx</a>	
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx</a>	
When determining how to optimize legacy websites and digital services for mobile and other devices, agencies must use customer feedback and analytics to prioritize modernization of the sites and services that are most frequently accessed by users.		
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx</a>	
	<a href="http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/web/publicfacin g/policies/Pages/default.aspx</a>	

	The HHS guidelines includes old links that are broken. We will write our own.	<a href="https://webstandards.hhs.gov/guidelines/41">https://webstandards.hhs.gov/guidelines/41</a>
		<a href="https://webstandards.hhs.gov/standards/44">https://webstandards.hhs.gov/standards/44</a>
		<a href="https://webstandards.hhs.gov/standards/35">https://webstandards.hhs.gov/standards/35</a>
		<a href="https://webstandards.hhs.gov/standards/21">https://webstandards.hhs.gov/standards/21</a>
		<a href="https://webstandards.hhs.gov/standards/29">https://webstandards.hhs.gov/standards/29</a>
		<a href="https://webstandards.hhs.gov/standards/30">https://webstandards.hhs.gov/standards/30</a>
		<a href="https://webstandards.hhs.gov/standards/33">https://webstandards.hhs.gov/standards/33</a>
		<a href="https://webstandards.hhs.gov/standards/39">https://webstandards.hhs.gov/standards/39</a>
		<a href="https://webstandards.hhs.gov/standards/40">https://webstandards.hhs.gov/standards/40</a>
	<a href="http://inside.niaid.nih.gov/topic/communications/written/writing/links/Pages/outsideniaid.aspx">http://inside.niaid.nih.gov/topic/communications/written/writing/links/Pages/outsideniaid.aspx</a>	<a href="https://webstandards.hhs.gov/standards/24">https://webstandards.hhs.gov/standards/24</a>
		<a href="https://webstandards.hhs.gov/standards/9">https://webstandards.hhs.gov/standards/9</a>

<https://webstandards.hhs.gov/standards/22>

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**Federal/Other Policy**

**IDEA Act**

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<https://policy.cio.gov/web-policy/domain/>

---

Use Secure Connects

---

<http://search.digitalgov.gov>

Section 3.a.4

---

<http://search.digitalgov.gov>

---

<https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/#security>

---

<https://policy.cio.gov/web-policy/access/>

Section 3.a.8

Section 6.5

---

<https://policy.cio.gov/web-policy/connections/>

Section 3.a.5

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<https://www.whitehouse.gov/sites/whitehouse.gov/files/omb/memoranda/2015/m-15-13.pdf>

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<https://policy.cio.gov/web-policy/ipv6/>

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# NIAID Digital Services

## Social Media

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Topic	Rating
Privacy Impact Assessment (PIA)	Critical
HHS TOS	Critical
Accessibility/508	Critical

# e Self Audit Compliance Tracker

## Compliance Statement

### **Has a PIA been completed and submitted with EPLC/ATO paperwork?**

Agency use of third-party websites and applications must have an intended purpose directly related to an agency function that supports its mission.

### **Have you registered your public-facing digital services including social media, collaboration accounts, mobile apps, and websites with U.S. Digital Registry at: <http://www.digitalgov.gov/services/u-s-digital-registry/>?**

A link to the memorandum is in additional information.

To help confirm the validity of official U.S. Government digital platforms, you must register their public-facing digital services such as social media, collaboration accounts, mobile apps and mobile websites. When choosing which third-party websites and applications to adopt, agencies must review the set of terms and conditions that governs access to and use of such products and services and be aware of terms of service that are incompatible with Federal law or regulations. A list of tools with federal-compatible Terms of Service agreements can be found at:

<http://www.digitalgov.gov/resources/negotiated-terms-of-service-agreements/>.

### **Do you comply with all relevant privacy protection requirements specified in OMB Memorandum M-10-23, Guidance for Agency Use of Third-Party Websites?**

A link to the memorandum is in additional information.

Agency use of third-party websites and applications must comply with all relevant privacy protection requirements and a careful analysis of privacy implications as specified in OMB Memorandum M-10-23, Guidance for Agency Use of Third-Party Websites.



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<b>Compliance Response</b>	<b>If your compliance answer is no, please outline your plan for remediation</b>	<b>Remediation guidelines for new sites</b>
		No remediation option. If the site is not compliant you must make this change before it may go live.
		No remediation option. If the site is not compliant you must make this change before it may go live.
		No remediation option. If the site is not compliant you must make this change before it may go live.



Remediation guidelines for existing sites	Additional Information:
	NIAID Policy <span style="float: right;">HHS Policy</span>
	<a href="http://inside.niaid.nih.gov/topic/communications/socialmedia/Pages/default.aspx">http://inside.niaid.nih.gov/topic/communications/socialmedia/Pages/default.aspx</a>



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**Federal/Other Policy**

**IDEA Act**

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<https://policy.cio.gov/web-policy/3rd/>

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<https://policy.cio.gov/web-policy/3rd/>

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<https://policy.cio.gov/web-policy/3rd/>

---

yes  
no

not complete  
complete

**Subject:** [USWDS December Monthly Call](#)  
**From:** DigitalGov University <digitalgovu@GSA.GOV>  
**Reply To:** DigitalGov University <digitalgovu@GSA.GOV>  
**Date:** Tue, 17 Dec 2019 09:05:06 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2884 bytes) , [text/html](#) (16 kB)

Hello!

Join us, this Thursday, December 19 from 2:30 p.m. to 3:30 p.m. ET/ 11:30 a.m. to 12:30 p.m. PT, as Dan Williams, [the U.S. Web Design System](#) (USWDS) product lead, closes out 2019 by answering the hardest and most commonly questions received about the design system over the past year.

Come prepared to learn more about the design system and how our team can help you achieve your design objectives in making your website more accessible, searchable and secure. Time will be allotted for more questions at the end of the session, so please register NOW at: <http://go.usa.gov/xppgU> to confirm your participation!

A video of each of these calls is available at [Digital.gov/events](https://digital.gov/events) shortly after the conclusion of the call. [Watch the video](#) from last month's call to learn more about USWDS to an existing site.

Connect with U.S. Web Design System:

- [Home Page for USWDS 2.0](#)
- [GitHub](#)
- [Slack](#)
- [Twitter](#)
- [Join our community](#)
- [Email Us](#)

We look forward to you attending!



[Blog](#), [Communities](#), [Services](#), [Resources](#), [DigitalGov University \(DGU\)](#),  
[Medium](#), [Facebook](#), [Twitter](#), [YouTube](#), [Subscribe](#)

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**DigitalGov University**  
[digitalgovu@gsa.gov](mailto:digitalgovu@gsa.gov)  
<https://digital.gov/events/>

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

For help with this listserv, to manage your settings, or to view list archives, visit: <http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/>

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** [Help us improve the 18F website](#)  
**From:** Dahianna Salazar Foreman - QUC <dahianna.salazarforeman@GSA.GOV>  
**Reply To:** Dahianna Salazar Foreman - QUC <dahianna.salazarforeman@GSA.GOV>  
**Date:** Tue, 17 Dec 2019 16:29:01 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1727 bytes) , [text/html](#) (6 kB)

Hi everyone,

The team working on [18f.gsa.gov](http://18f.gsa.gov) is looking to improve the design and content of our homepage, so it's a better resource for government employees. We're looking for volunteers to spend no more than 10 minutes answering a quick survey. **If you are a federal or state employee we'd love your input!**

You can access the exercise by going to <https://forms.gle/YSRX5mBx6wfjytm8> . Remember, there are no right or wrong answers, and all submissions are anonymous. We're looking to gather feedback by **Monday, January 30**. Thank you so much for your willingness to help.

Best,



**U.S. General Services Administration**

**Dahianna V. Salazar Foreman**  
TTS Outreach  
Digital Marketing  
Technology Transformation Services  
Federal Acquisition Service  
[dahianna.salazarforeman@gsa.gov](mailto:dahianna.salazarforeman@gsa.gov)

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Subject: [browser styles](#)  
From: '(b) ((b) (6)) <(b) (6)> HAWAII.GOV>  
Reply To: (b) ((b) (6))  
Date: Tue, 17 Dec 2019 22:19:58 +0000  
Content-Type: text/plain  
Parts/Attachments: [text/plain](#) (33 lines)

Happy Holidays.

Last night, over my canned soup and pumpernickel bread, ran into some philosophy -

Where do Browser Styles Come From?  
[https://www.youtube.com/watch?v=spK\\_S0HfzFw](https://www.youtube.com/watch?v=spK_S0HfzFw)  
Dec 11, 2019. Runs 7:01 mins.

I think we need philosophy.

By the way, this year I made sure I donated to the Open Source projects which provide the services I use.

Happy Holidays.

(b) (6)

\*\*\*\*\*

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This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.

\*\*\*\*\*

**Subject:** [Re: Help us improve the 18F website](#)  
**From:** Dahianna Salazar Foreman - QUC <dahianna.salazarforeman@GSA.GOV>  
**Reply To:** Dahianna Salazar Foreman - QUC <dahianna.salazarforeman@GSA.GOV>  
**Date:** Wed, 18 Dec 2019 10:06:27 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2111 bytes) , [text/html](#) (9 kB)

Hi all, the deadline is **Monday, December 30**



**U.S. General Services Administration**

**Dahianna V. Salazar Foreman**  
 TTS Outreach  
 Digital Marketing  
 Technology Transformation Services  
 Federal Acquisition Service  
[dahianna.salazarforeman@gsa.gov](mailto:dahianna.salazarforeman@gsa.gov)

On Tue, Dec 17, 2019 at 4:29 PM Dahianna Salazar Foreman - QUC <[dahianna.salazarforeman@gsa.gov](mailto:dahianna.salazarforeman@gsa.gov)> wrote:

Hi everyone,

The team working on [18f.gsa.gov](http://18f.gsa.gov) is looking to improve the design and content of our homepage, so it's a better resource for government employees. We're looking for volunteers to spend no more than 10 minutes answering a quick survey. **If you are a federal or state employee we'd love your input!**

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Best,



**U.S. General Services Administration**

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 TTS Outreach  
 Digital Marketing  
 Technology Transformation Services  
 Federal Acquisition Service  
[dahianna.salazarforeman@gsa.gov](mailto:dahianna.salazarforeman@gsa.gov)

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Subject: [Re: browser styles - correction](#)  
From: "(b) ((b) (6)) <(b) (6)> HAWAII.GOV"  
Reply To: "(b) ((b) (6))"  
Date: Wed, 18 Dec 2019 17:23:37 +0000  
Content-Type: text/plain  
Parts/Attachments: [text/plain](#) (66 lines)

Blundered. The link about web philosophy was -

<https://www.youtube.com/watch?v=aHUtMbJw8iA>

Why Is CSS So Weird?  
Oct 2, 2019. Runs 15:06 mins.

"The web has a mission statement"

I think we need philosophy. Or maybe, "philosophical".

"Client controls display"

Happy Holidays. I guess.

(b) (6)

-----Original Message-----

From: "(b) ((b) (6))" [mailto:00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV]  
Sent: Tuesday, December 17, 2019 12:20 PM  
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] browser styles

Happy Holidays.

Last night, over my canned soup and pumpernickel bread, ran into some philosophy -

Where do Browser Styles Come From?

[https://urldefense.com/v3/\\_https://www.youtube.com/watch?v=spK\\_S0HfzFw\\_!!LIYSdFfckKA!kYEvbCD9Dw-\\_3XK0vHIwKtRH-X2Gn0fekSURQuoqKwoxcuKdBW0-m4\\_F8Ln7oWQDFD\\$](https://urldefense.com/v3/_https://www.youtube.com/watch?v=spK_S0HfzFw_!!LIYSdFfckKA!kYEvbCD9Dw-_3XK0vHIwKtRH-X2Gn0fekSURQuoqKwoxcuKdBW0-m4_F8Ln7oWQDFD$)

Dec 11, 2019. Runs 7:01 mins.

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[https://urldefense.com/v3/\\_http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/\\_!!LIYSdFfckKA!kYEvbCD9Dw-\\_3XK0vHIwKtRH-X2Gn0fekSURQuoqKwoxcuKdBW0-m4\\_F8Ln7oBGMaZ1\\$](https://urldefense.com/v3/_http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/_!!LIYSdFfckKA!kYEvbCD9Dw-_3XK0vHIwKtRH-X2Gn0fekSURQuoqKwoxcuKdBW0-m4_F8Ln7oBGMaZ1$)

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\*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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\*\*\*\*\*

**Subject:** [A NEW Digital.gov](#)  
**From:** Jeremy Zilar - QQE <jeremy.zilar@GSA.GOV>  
**Reply To:** Jeremy Zilar - QQE <jeremy.zilar@GSA.GOV>  
**Date:** Thu, 19 Dec 2019 16:00:27 -0500  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (2533 bytes) , [text/html](#) (3553 bytes)

Hi friends —

**We recently launched a new version of Digital.gov**, and we'd love you to take a look: <https://digital.gov/>

It's now easier to find the tools and resources you need to make digital services better, and see examples of problems being solved across government.

**Blog post:** <https://digital.gov/2019/12/19/a-new-digitalgov/>

**Our tweet:** [https://twitter.com/Digital\\_Gov/status/1207745472187772928?s=20](https://twitter.com/Digital_Gov/status/1207745472187772928?s=20)

Our new site is built to be an example for meeting the goals in the 21st Century Integrated Digital Experience Act (21st Century IDEA) and the previous other federal digital policies that have come before it.

Over the next few months, we'll be talking more about what went into making the new Digital.gov, and using it and other sites as living examples of what it means to work toward meeting the requirements outlined in 21st Century IDEA. We also intend to be transparent with readers about where we need to improve (*see our [open GitHub issues](#)*).

### Feedback

As with any big move, it takes a while to unbox all the things and adjust to new surroundings. So take some time, look around, and send us feedback. We're pushing changes and fixes to the site every day.

- Find a bug? [Feel free to report it.](#)
- Have a content edit or suggestion? [Tell us about it.](#)
- Or send us an email to [digitalgov@gsa.gov](mailto:digitalgov@gsa.gov).

-jeremy

--

Jeremy Zilar | [jeremy.zilar@gsa.gov](mailto:jeremy.zilar@gsa.gov)  
Director Digital.gov / GSA — [digital.gov](https://digital.gov)

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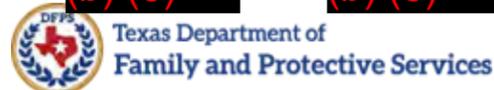
Subject: [Web team position at DFPS in Austin](#)  
From: (b) (6) DFPS.STATE.TX.US>  
Reply To: (b) (6)  
Date: Mon, 30 Dec 2019 17:29:30 +0000  
Content-Type: multipart/related  
Parts/Attachments: [text/plain](#) (15 kB) , [text/html](#) (4 kB) , [image001.png](#) (15 kB)

We have an opening for a web developer on the DFPS web team. Come and wow us with your accessibility wizardry!

Posting closes on January 13<sup>th</sup>.

[https://jobshportal.hhsc.state.tx.us/ENG/careerportal/Job\\_Profile.cfm?szOrderID=439516&szReturnToSearch=1&&szWordsToHighlight=Web](https://jobshportal.hhsc.state.tx.us/ENG/careerportal/Job_Profile.cfm?szOrderID=439516&szReturnToSearch=1&&szWordsToHighlight=Web)

(b) (6)  
DFPS Accessibility Coordinator  
Kathleen.Keller@dfps.state.tx.us  
Cell (b) (6) Desk (b) (6)



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**Subject:** [User-testing protocol example?](#)  
**From:** "(b) (6)" <(b) (6)@WSDOT.WA.GOV>  
**Reply To:** (b) (6)  
**Date:** Mon, 30 Dec 2019 23:20:15 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (1433 bytes) , [text/html](#) (5 kB)

Hello,

This is my first time messaging this group. I am wondering if any of you have a sample user-testing protocol that I could look at. I have some ideas based around the tools we use (Optimalsort), but would like to see how others have approach testing existing and new content.

(b) (6)  
Preferred pronouns: she/her  
Environmental Procedures Coordinator  
WSDOT Environmental Services Office  
Phone: (b) (6)  
[Environment Homepage](#)

**Four Lenses:**

37	37	30	16
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Subject: Re: User-testing protocol example?  
From: Aaron D Borden <aaron.borden@GSA.GOV>  
Reply To: Aaron D Borden <aaron.borden@GSA.GOV>  
Date: Mon, 30 Dec 2019 16:28:23 -0800  
Content-Type: multipart/alternative  
Parts/Attachments: text/plain (2860 bytes) , text/html (6 kB)

Hey Ashley,

18F methods is a great resource for human-centered design of which card sorting is just [one method](#) of validation. There's also a link to the C2 project where they used OptimalSort with a [complete script](#).

On Mon, Dec 30, 2019 at 3:35 PM (b) (6) <(b) (6)@wsdot.wa.gov> wrote:

Hello,

This is my first time messaging this group. I am wondering if any of you have a sample user-testing protocol that I could look at. I have some ideas based around the tools we use (Optimalsort), but would like to see how others have approach testing existing and new content.

Thank you,

(b) (6)

Preferred pronouns: she/her

Environmental Procedures Coordinator

WSDOT Environmental Services Office

Phone: (b) (6)

[Environment Homepage](#)

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--  
Aaron D Borden  
Lead Engineer | IT Specialist  
TTS | [Data.gov](#)

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**Subject:** [How I replicated an \\$86 million project in 57 lines of code](#)  
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>  
**Reply To:** Brantley, William  
**Date:** Tue, 31 Dec 2019 13:55:07 +0000  
**Content-Type:** multipart/related  
**Parts/Attachments:** [text/plain](#) (67 kB) , [text/html](#) (4 kB) , [image001.jpg](#) (67 kB)

Interesting read - <https://read.acloud.guru/how-i-replicated-an-86-million-project-in-57-lines-of-code-277031330ee9>

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley (he/him)  
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)  
HR Specialist (Development)  
Enterprise Training Division

Office of Human Resources  
U.S. Patent and Trademark Office  
571.270.5447  
[William.Brantley@USPTO.gov](mailto:William.Brantley@USPTO.gov)



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**Subject:** Re: User-testing protocol example?  
**From:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Reply To:** Kirsten Burgard <KBurgard@VOANEWS.COM>  
**Date:** Tue, 31 Dec 2019 14:59:00 +0000  
**Content-Type:** multipart/alternative  
**Parts/Attachments:** [text/plain](#) (3163 bytes) , [text/html](#) (9 kB)

Stephen Cross talks about UAT in these vieos:

<http://drupal.tv/external-video/2018-08-23/drupal-gov-our-experience-atfgov>

<http://drupal.tv/external-video/2018-11-19/user-acceptance-testing-automated-testing>

He's refined it over multiple times of giving it. You can also reach out to Abby and her team (Stephen is on it) directly, too.

Kirsten  
Lead Drupal Developer  
VOA

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**From:** (b) (6) [mailto:(b) (6)@WSDOT.WA.GOV]  
**Sent:** Monday, December 30, 2019 6:20 PM  
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV  
**Subject:** [CONTENT-MANAGERS-L] User-testing protocol example?

Hello,

This is my first time messaging this group. I am wondering if any of you have a sample user-testing protocol that I could look at. I have some ideas based around the tools we use (Optimalsort), but would like to see how others have approach testing existing and new content.

Thank you.

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